

Ahhh commercialism. I used to describe myself as a pawn of commercial advertising. What can I say? I'm a product of the 80s. I want it. And I want it now. It's not anything I'm particularly proud of per se; it's just a fact of my life. I don't even mind being direct marketed to when I ask for it. I'm ultimately quite lazy. I feel it saves me loads of time when I'm looking for what I want. It comes directly to me (complete with handy tear-off coupons). All I had to do was fill out one of those little postage paid postcards in a bar, and I get a free pack of cigarettes immediately! What a deal!

People complain about product shots in movies or their favorite television show. Who cares? If I'm interested in what I'm watching, I don't notice that in the last five minutes I've been shown twelve Coke™ products, eight Fords, three bags of Doritos™, and a partridge in a pear tree. (Ever notice that those are the same people who ask what just happened in the show? Had they been watching the show and not watching for the product shots, they would know!)

I'm with Tim Moloney – if you don't like it, don't buy into it. I have, in fact, cancelled my Architectural Digest magazine subscription, turned off my Toshiba TV, and read a Bantam book in front of a non-electric fireplace. It's nice. I sit sipping my piping hot latte made with Diedrich's Wiener Melange roast and

THE LAST WORD



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Horizon's organic 2% milk out of my Betty Boop coffee mug, with my cat curled up in my lap. Life is good.

On the other hand, Tommy Leo and the Ad Hammer call on us to do better. While the call is made to you design/advertising/marketing professionals, I wonder if the call should be made to consumers to expect better? It's the classic chicken-egg argument. Do we, the consumers (voters/public/citizens/target market), set the standard or is the standard set for us?

I think it's a little bit of both. Take this magazine, for example. The Art Directors Club of Houston wants to provide you – the Houston creative community – with a publication that is relevant to you and worthy of you. But we need your help. We need your written and graphic contributions for the content. We need your events to put in our calendar. We need your willingness to sponsor an issue. We need your feedback on what you want to see in this publication. Shoot me a note at slant_editor@hotmail.com.

Stay tuned for our next issue due out in May. Fiona McGettigan's University of Houston design class will be taking it on. If you're looking for a summer intern, you might just find one perfect for you!

