

Santa Fe Art Institute

For Immediate Release

January 7, 2010

The Santa Fe Art Institute Presents
Andy Bichlbaum and Mike Bonanno
a.k.a.

The Yes Men

What: Artists' Talk and Screening of the film *The Yes Men Fix the World*

Where: Lensic Center for the Performing Arts

When: February 22, 2010 @ 7pm

How Much: \$20, \$50, \$100 available @ the Lensic Box Office (505) 988-1234

The Santa Fe Art Institute is pleased to present the world famous culture jammers, "Identity Correction" practitioners, and civil disobedients, **The Yes Men** to give a talk about their work and to screen their 2009 film, *The Yes Men Fix the World*. Join us in celebrating the SFAI's 25th Anniversary with these amazing disturbers of complacency.

The Yes Men say of themselves:

The Yes Men are a genderless, loose-knit association of some 300 impostors worldwide who agree their way into the fortified compounds of commerce, ask questions, and then smuggle out the stories of their hijinks to provide a public glimpse at the behind-the-scenes world of business. In other words, the Yes Men are team players... but they play for the opposing team.

Wikipedia says of The Yes Men:

The Yes Men are a group of culture jamming activists who practice what they call "identity correction" by pretending to be powerful people and spokespersons for prominent organizations. From their offices in Milwaukee, they create and maintain fake websites similar to ones they want to spoof, and then they accept invitations received on their websites to appear at conferences, symposia, and TV shows. They express the idea that corporations and governmental organizations often act in dehumanizing ways toward the public.

Their method is often satire: posing as corporate or government spokespeople, they often make shocking comments which they contend are an honest rendering of the organization's ideology which is usually hidden by spin, or they extrapolate what they feel is the organization's ideology in a 'reductio ad absurdum' to come out with outrageous conclusions, such as that it should be possible to sell your vote or that the poor should eat recycled human waste. On most occasions no shock or anger is registered in the response to their prank, with no one realizing they are imposters. Sometimes, the Yes Men's phony spokesperson makes announcements that represent dream scenarios for the anti-globalization movement or opponents of corporate crime. The result is false news reports of the demise of the World Trade Organization, or Dow Chemical paying compensation to the victims of the Bhopal disaster, which the Yes Men intend to provide publicity for problems concerning these organizations.

Reviews of *The Yes Men Fix the World*

"Outrageously entertaining....This movie is glorious testimony to the moral power of satire."
— New York Magazine

"Great fun! It takes some nerve, not to mention diabolical intelligence... to pull off the elaborate pranks devised by the Yes Men." — New York Times

The Santa Fe Art Institute, an independent educational non-profit organization founded in 1985, is committed to programs that nurture artists and enhance and promote the arts as an essential element of American culture and society.

SFAI funding provided in part by The Burnett Foundation, The McCune Charitable Foundation, The Lannan Foundation, The Warhol Foundation, The Joan Mitchell Foundation, The Brindle Foundation, the City of Santa Fe Arts Commission and the 1% Lodgers' Tax and by New Mexico Arts, a Division of the Department of Cultural Affairs.

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"Almost too good to be a film. More laughs per dollar than any other film fuel." – Monsters and Critics

"It shines with raw wit and originality." – Newsweek

"The Yes Men have pulled off another coup." – Village Voice

"This is the year's top documentary film." – New Scientist

"Comedic vigilante justice... Media-savvy pie-to-the-face." – USA Today

"Exhilarating." – Financial Times

"A riotous reminder that patriotism is often misconstrued as troublemaking." – AMC Filmcritic

"This movie is a hoot, and a pertinent one at that." – Hollywood Reporter

"One of the funniest movies I've ever seen, and two of the ballsiest guys I've ever met. Thank God for the Yes Men." – Morgan Spurlock, director of Supersize Me

"Hilarious, therapeutic, inspiring. The Yes Men are geniuses." – Naomi Klein, author of The Shock Doctrine and No Logo

"The Yes Men Fix The World could be this season's choice." – Screen Daily

"If you worship Milton Friedman, you're going to loathe Yes Men Andy Bichlbaum and Mike Bonanno." – Bloomberg.com

For more information please contact Michelle Laflamme-Childs at mchilds@sfei.org or call (505) 424-5050.

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