

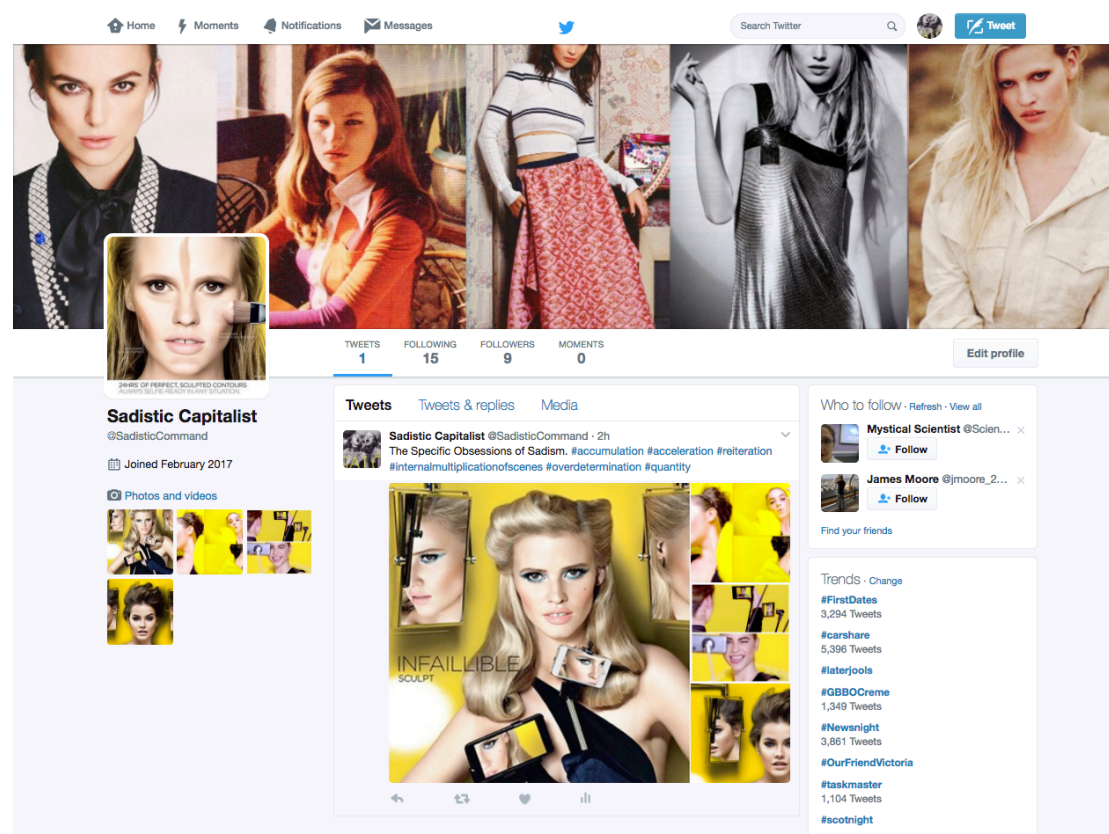
The Commands of the Sadistic Capitalist

Under the pseudonym *the sadistic capitalist* I posted tweets that bring attention to the sadistic commands of popular culture on social networking sites. The tweets combine advertising and magazine layouts with by quotations from the works of Sade. In other posts stills from Pasolini's film *Salò: 120 Days of Sodom* are combined with advertising slogans. Hashtags draw attention to the similarity between popular culture texts and the cruel tortures of Sade's heros. The project demonstrates the sadistic nature of the adverts and provides a critical discourse that undermines their predominant message.

The project aims to appropriate commodities and adverts as wish images. In *The Arcades Project* Walter Benjamin said that by changing the social value of commodities consumers are able to inhabit the objects and make them act abnormally. This project considers how social networking sites can be used disruptively and function as tools for social and political change.

Tweets were posted every day in May 2017 to coincide with Diffusion International Photography Festival.

Documentation



Home Moments Notific

Sadistic Capitalist
@SadisticCommand

Joined February 2017

Photos and videos

Sadistic Capitalist
@SadisticCommand

poses & expressions are [#provocative](#)
[#domineering](#) [#scornful](#) [#hard](#) [#dominant](#)
[#facetilted](#) [#animallike](#) [#defiant](#) [#controlling](#)
[#violent](#) [#enslaving](#)

GIF

3:26 pm · 25 Apr 2017

Who to follow · Refresh · View all

Mystical Scientist @Scien...
Follow

lukewarmdog @lukewarm...
Follow

Find your friends

Trends · Change

- #FirstDates**
4,218 Tweets
- #carshare**
5,858 Tweets
- #Newsnight**
3,060 Tweets
- #GBBOCreme**
1,356 Tweets
- #laterjools**
- #OurFriendVictoria**
- #taskmaster**
1,123 Tweets
- #scotnight**
- #seftonhour**
1,236 Tweets
- #ADHD**
2,254 Tweets

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Sadistic Capitalist @SadisticCommand · May 29

Self-interest lies behind all that men do, forming the important motive for all their actions; this rule has never deceived me.

DIOR

4 3



Sadistic Capitalist @SadisticCommand · May 19

DRENCH YOUR BODY IN NATURE #palmers #coconutoilformula #raw
#organic #luxurious #decadent #rich #freefromchemicals #natural #nature
#naturey



Sadistic Capitalist @SadisticCommand · May 22

...will it not be decided that it is preferable to abandon oneself to the tide
rather than to resist it? ... 3/5





Sadistic Capitalist @SadisticCommand · May 24

It is only by way of pain one arrives at pleasure.



GIF



Sadistic Capitalist @SadisticCommand · May 28

Warriors don't cry over split skin. [#Nike](#) [#Nikejustdoit](#) [#warrior](#) [#pain](#) [#shownoemotion](#) [#noemotion](#) [#takepain](#) [#realmendontcry](#) [#manup](#)





Sadistic Capitalist @SadisticCommand · May 31

...that you be enabled to heed naught but our desires; ...7/11



Sadistic Capitalist @SadisticCommand · May 31

Free yourself. Its time to free your potential. [#nike](#) [#nikefree](#) [#freetorun](#)
[#freetoconsume](#) [#consumptionisfreedom](#) [#exerciseisfreedom](#)





Sadistic Capitalist @SadisticCommand · May 31

...let them be your laws, ...8/11

