

marc horowitz

PRESS





WILLIAM MORRIS AGENCY, LLC
TALENT AND LITERARY AGENCY



MARC HOROWITZ

Marc Horowitz, comedic performer and social experimentalist, was featured in Nissan's popular national ad campaign, "Seven Days in a Sentra." Nissan came across Marc's blog (named one of the 50 Best Websites by Dazed & Confused Magazine) and challenged him to live in a 2007 Nissan Sentra for seven days. He triumphantly endured 168 hours of straight filming and now is the hero of seven national spots, print ads, and billboards coast to coast. As a result, he has over 22,000 myspace friends and is carefully considering the 27 marriage proposals.

Marc is well known to have a good laugh with our great nation. Take one of Marc's most memorable experiments that happened during a photo shoot when he wrote "Dinner w/ Marc 510-872-7326" (his name and REAL cell phone number) on a dry-erase board featured in a home office shot for a Crate & Barrel catalog. This stunt not only got him fired, but it landed him on The Today Show and dozens of other programs and publications. Receiving over 30,000 calls, Marc embarked on a Trans-America journey to meet with as many people for dinner as possible calling it "National Dinner Tour." Consequently, People Magazine named him one of the 50 Most Eligible Bachelors.

Hungry for more travels and exploits, Marc signed his name on a US map and then drove that route. Along the way he "improved" 19 towns that fell along his signature's path. These "improvements" included starting an Anonymous Semi-Nudist Colony in Nampa, Idaho and burying an entire town's problems in Craig, Colorado. This project culminated in 20 webisodes for Sony's crackle.com.

NEW YORK BEVERLY HILLS LONDON NASHVILLE MIAMI BEACH SHANGHAI

ONE WILLIAM MORRIS PLACE • BEVERLY HILLS • CALIFORNIA 90212
PHONE 310 859 4000 • FAX 310 859 4462



WILLIAM MORRIS AGENCY, LLC
TALENT AND LITERARY AGENCY

Marc was born to Karen Meyer and Burton Horowitz, a schoolteacher and pharmacist respectively. At age eight, Marc founded his first company - a ghost removal and cleaning service. He had his first press at nine when he organized a break dancing competition as entertainment for senior citizens.

At age fifteen, Marc left home. For awhile, he lived in an actor friend's basement and attended high school in Paradise, Indiana, playing football, running track, and buying beer for others with his fake ID as a business venture. He moved around frequently, posing as a foreign exchange student; at age seventeen, he attended Indiana University in Bloomington, receiving his degree in Business Marketing and Microeconomics. After graduating, he traveled extensively overseas, shearing sheep and turning down offers to start various carpet businesses in Morocco. He ultimately took a job in Silicon Valley with a graphics firm. Later, he left in hope of starting his own venture, and attended The San Francisco Art Institute.

After the Art Institute, Marc and a long time collaborator, Jon Brumit, reinvented themselves as the business team of *Sliv & Dulet Enterprises* and opened an office in downtown San Francisco. They staffed their company with 30 people of various backgrounds to help them "develop a summer line of products and services," which they pitched to local businesses. Some examples included a fog removal initiative for the Golden Gate Bridge, a full-service "office in a tent" for Staples, and a "Swiss Army Cubicle" for Google.

Continuing his social research, Marc initiated his *Errand Feasibility Study*, which included running his daily errands while riding a pack mule through San Francisco. He dropped off his dry cleaning, accompanied the mule into REI to return a stove, made photocopies, did his grocery shopping, and made a deposit at his bank.

That same year, every Saturday, Marc ran 1500 feet of extension cord from his kitchen to the local park three blocks away where he hooked up a coffee maker and served free coffee to all who visited.

Marc continues his "research" through many other projects like *Talkshow247.com*, a 24 hour 7 day-a-week internet broadcast of Marc's life, *The Center for Improved Living*, *The Me & You Show*, *The Human Video Game Experiment*, and *Sales Force* which have been featured at film festivals, art exhibitions, museums, and as mobile content. Marc is currently developing scripted and non-scripted shows for television and web. He is represented by galleries in Paris, Geneva, Milan, and Los Angeles.

His work can be seen on his website, www.ineedto stopsoon.com.

RE VIEW

DEC '08/JAN '09

16 SHOW & TELL
18 DUST JACKET
20 LINER NOTES

21 BAND AID
22 TOOLS WE LIKE
24 PRODUCT PLACEMENT

Hitting the Marc

FOUNDING AN "anonymous semi-nudist" colony. Burying a town's problems. For self-described social crusader and one-man think tank Marc Horowitz, such antics are all in a day's work. The 30-year-old art-school dropout recently performed those and other stunts for his Crackle.com "Signature Series"—videos that document a cross-country road trip Horowitz plotted by autographing a U.S. map and letting the lines of his signature determine the route. The mission? To "improve" 19 towns along the way. "I'm riding this line between art and comedy-entertainment," he says.

Horowitz first won fame in 2004, after a nationwide tour of dinners with strangers. While working as a photo assistant, he furtively wrote "Dinner w/ Marc" and his phone number on a whiteboard that would appear in a Crate & Barrel catalog; upon publication, he received 30,000 invites, appeared on the *Today* show, and even earned a spot as one of *People*'s 50 "Most Eligible Bachelors."

When I met him at his Los Angeles flat, he had just finished taping a talk show in his living room with \$15 VHS cameras. Similar shows may soon see air time: Repped by Ryan Seacrest's agent, Horowitz is pitching a "meta, hidden-camera program" and a travel series in which he'll "put unknown towns on the map" by founding something in each one—say, a car-alarm hall of fame.

In the meantime, Horowitz aims to remedy America's financial woes with his "Recessionator" (pictured here), a paint sprayer he uses to create art—a fail-proof investment—for belly-up banks. "I'm not Seacrest, and I'm not Damien Hirst," he says. "I'm just trying to do my thing." —ADAM BARR



MOVE OVER POLLOCK: Funnyman Marc Horowitz catches air to create art for ailing banks.

See more photos at readymade.com/horowitz

Photo by Jeff Minton

Fall 2004

Crate & Barrel





B. Hideaway Home Office. The home office with everything, including an ingenious hideaway design, shown below. Features include three fixed and two adjustable shelves, plus one storage drawer. Also has a corkboard, whiteboard, two removable wood storage pockets, slide-out keyboard tray, printer tray and convenient cord cutouts. Crafted of ash solids and veneers with a warm cabernet finish and matte chrome metal handles. **CB** Also at select stores and Internet.

•Home Office Armoire. 43"Wx25½"Dx62"H
#65173 \$1799. **AD**

Cody Dining Chair. The chic, sleek Cody chair appears here in a warm, textural taupe. For details, see A. **CB** Also at select stores and Internet.

•Dining Chair. Taupe. 21"Wx25"Dx35"H (20"H seat). #65175 \$379. **AD**

C. Cashmere Bowl. Dazzling color and bold texture combine in this functional art glass bowl. The glossy glass interior contrasts beautifully with the handpainted exterior in a matte metallic cranberry. Foodsafe. **CB**

•Bowl. 13¾"dia.x5¼"H #45026 \$29.95 each

D. Leather Magazine Tote with Handle.

Get organized in color. Our stylish squared red leather tote with a tapered shape and sturdy handle stows magazines and other household clutter. Coordinating leather stitching completes the look. **CB**

•Magazine Tote. Red. 14"sq.x11"H
#25003 \$69.95

Hideaway Home Office

Shown with doors closed.



View at crateandbarrel.com



SNEAKY BACHELOR LANDS A WHOLE CATALOG OF DATES

What started off as a prank has netted more than 500 calls from lovelorn ladies

CLEVER bachelor Marc Horowitz has found a "crate" way to meet women – sneak your phone number into the famous Crate and Barrel catalog, read by thousands of single gals nationwide.

It's paid big dividends for him. He's gotten more than 500 phone calls in the one month since he pulled off the playful scheme.

Horowitz, who works as a freelance photo assistant, was on assignment with the successful home furnishing chain, helping them prepare their fall catalog.

The single 28-year-old, whose job depends on an eye for detail, noticed that in one of the pictures, a door on an armoire looked bland.

He filled the space with a message reading, "dinner w/ marc," and his phone number.

The insertion slipped past proofreaders and the catalog rolled off the presses. But it didn't escape the notice of hundreds of single gals.

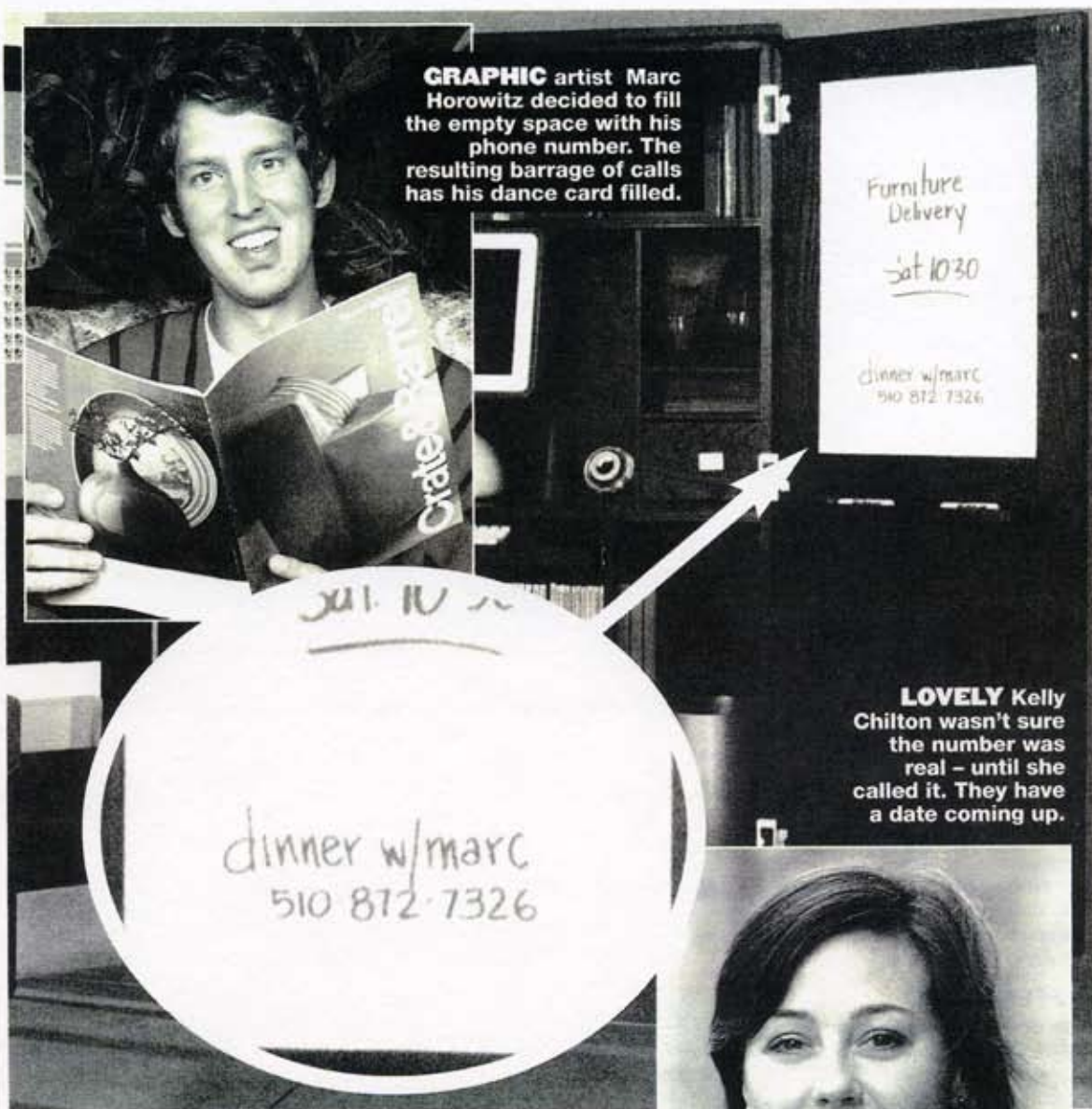
Before he knew it, Horowitz's phone was ringing off the hook.

"It was a spur-of-the-moment thing," he says. "I kind of saw it as free advertising – and then it just took off."

"I expected five calls. I got 500."

Now, Horowitz plans to make a three-month cross-country trek in which he'll date more than 70 young women. And he says he'll videotape the adventure for a documentary.

One of the dates on his touring schedule is with Kel-



GRAPHIC artist Marc Horowitz decided to fill the empty space with his phone number. The resulting barrage of calls has his dance card filled.

Furniture
Delivery
Sat 10:30
dinner w/marc
510 812 7326

LOVELY Kelly Chilton wasn't sure the number was real – until she called it. They have a date coming up.

ly Chilton, an associate art director for O magazine in New York.

"It was just so intriguing," says Chilton, 28. "I wasn't sure it was real, but when I called the number, it was like, wow!"

Horowitz makes it clear that his intent is not to turn his escapade into a series of sexual conquests.

"In fact, some of the peo-

ple who called are couples," he says. "I'm just interested in meeting interesting people."

And how do the folks at Crate and Barrel feel about this?

Spokeswoman Lisa Ridolfi says all is forgiven.

"We have a sense of humor," she says. "But we do think Marc owes our CEO a dinner."



Friday, April 1, 2005

Guess who's coming to dinner? Marc Horowitz

Number in catalog launches U.S. 'tour'

By Jayne Clark
USA TODAY

You don't know him, but Marc Horowitz wants to have dinner with you. In case you missed it, the invite was right there in the August Crate & Barrel catalog. Scrawled on a dry-erase board in an office armchair were these words: "dinner w/ marc - 510-872-7326."

In the expertly lit, airbrushed and ersatz world of the domestic-goods catalog, a tiny beacon of reality shot off the glossy color page — and readers responded. Jake in Overland Park, Kan., was the first to call. Eighty or 90 others followed in the next two weeks. Horowitz chatted with them, and if he liked the vibe, he told them he was coming to their town and wanted to have dinner. Internet blogs and websites relayed his story, various media picked it up, and the phone kept ringing.

Now Horowitz has embarked on his National Dinner Tour, which has ballooned from three months to a year and possibly longer if he's going to

In San Juan Bautista:

Horowitz supped with the family and friends of Grace Nutter (center, with her elbow resting on him) as part of his National Dinner Tour.



By Clark Caldwell

squeeze in all those dinner dates.

Horowitz, a San Francisco artist who was working as a photographer's assistant on the Crate & Barrel shoot last year, wrote the message for aesthetic effect (the dry-erase board looked bare). But he had loftier artistic motives. As he sees it, the dinner tour is an art project, using people as the medium, to create connections between strangers in post-9/11 America.

Though its artistic merits remain to be seen, Horowitz's venture beelines to a truth many tourists never reach: More than manmade or even natural

attractions, it is human encounters that give travel meaning.

Or so Horowitz is discovering as he prepares to crisscross the nation in the less-than-trusty Toyota Sunrader RV he bought for \$2,200 and spray-painted cream. Before he hit the road in January, Horowitz already had received thousands of phone calls. He continues to answer the phone 40 times or more a day. On the other end are rocket scientists and golf course managers, Ivy League coeds and elementary school students.

Not everyone wants to have dinner.

"Some just call to say, 'Good luck.' They tell me I'm making the world a much smaller place," he says. "They call me a unit."

Needless to say, penciling in everyone who wants to actually sit down to eat is a scheduling nightmare. But thus far, Horowitz has dined with a family of migrant farmworkers in San Juan Bautista, Calif.; on an organic chicken ranch near Salinas, Calif.; and with a group of 23 Detroit residents (culled from 450 who wanted to attend), among them a Catholic priest, a former exotic dancer and a machinist.

Possible future dinner companions include Pearl, 87, in Charlotte, who wants to talk about the Depression; Todd in Silver Spring, Md., who promotes a booze-soaked Shabbat extravaganza; Diana, a member of the International Wench Guild who advises, "A wench is not afraid to stand on her own"; and Todd in Oklahoma, who says he's a grad student and boxer and has no idea what he wants to do with his life.

Horowitz figures he's just doing his bit to create a little sense of community among strangers. After all, in a nation of differences, we all eat dinner.

For more details on the project, visit his website at ineedstoppoon.com. Or better yet, just give him a call.



By Dave Black

For a good time: Marc Horowitz's phone started ringing with dinner invitations when this Crate & Barrel catalog came out.



'CRATE' PICKUP LINE



NICE PLANT: Marc Horowitz (left) has gotten 500-plus calls after hiding a date message in the Crate & Barrel catalog — including one from Brooklynite Kelly Chilton (right).
Randi Lynn Beach

Bachelor sneaks # into catalog

By BILL HOFFMANN

A crafty bachelor figured out a novel way to meet girls — by sneaking his phone number into the new Crate & Barrel catalog.

And it's paid off in spades for Marc Horowitz, who's received more than 500 calls in a month, and who now plans a cross-country trip to go on more than 70 dates.

"I don't think I'm looking for a wife out of this, or even romance — but you never know what can happen," Horowitz, 28, told *The Post*. "It's kind of like speed dating on a whole new level."

Horowitz, a free-lance photo assistant, had been working on the home furnishing chain's 2004 fall catalog when he noticed a door on one of the armoires in

the shot seemed a bit bland.

So he added his phone number under an invitation, "Dinner w/ Marc," and forgot about it — until the catalog came out last month and his phone started ringing off the hook.

"It had been just a spur-of-the-moment thing. I kind of saw it as free advertising — and then it just took off," said Horowitz, who lives in San Francisco.

"I expected five calls — and got 500."

One of the women who rang was Brooklynite Kelly Chilton, an associate art director with *O, The Oprah Magazine*, who'd just split with a longtime boyfriend.

"It was just so intriguing and I wasn't sure it was real, but when I called the number, it was like,

"Wow!" said Chilton, 28.

She now has a dinner date with Horowitz set for February, when he arrives on the Big Apple leg of his tour — an appointment that didn't go over big with a new guy she recently started dating.

"It caused a little bit of strife," she said. "But I'm still going ahead with the date because I think it takes guts to do something like this and it's fun to meet new people."

Horowitz insists his three-month trip, which he hopes to videotape for a possible documentary, absolutely is not about trying to have a coast-to-coast sex marathon.

In fact, he said, some of the dinners will be with couples and individuals who contacted him

and "just sound like interesting people."

He's promoting his upcoming journey as part of an art project — he calls, "The National Dinner Tour" — and has a Web site, Ineedtostopsoon.com, to explain it.

And what did the corporate suits at Crate & Barrel think about it all?

At first they were miffed at their catalog being used as one man's dating service — but then

realized nothing could be done and loosened up, Horowitz said.

Lisa Ridolfi, a spokeswoman for the company, said: "We do have sense of humor — it happened and we have no ill feelings," she said. "But we do think Marc owes our CEO a dinner."

FEATURES
SECTION

F

MONDAY

OCTOBER 18, 2004

The Record THE MIX

No joke,
this number
works

On Page 89 of Crate & Barrel's fall catalog, a phone number appears on a picture of a dry-erase board display. If you call it, a real person will answer. And he wants to have dinner with you. To find out who he is, see Page F-2.

THE SCOOP



Warning: 'dinner w/marc' is all for art

By EUNNIE PARK
STAFF WRITER

If you're still waiting to hear back from Jenny at 867-5309, you might have better luck with this one: Marc at (510) 872-7326.

The name is real and so is the number, which belongs to Marc Horowitz, a 28-year-old artist from San Francisco. While working as a photo assistant for Crate & Barrel, Horowitz wrote "dinner w/marc" followed by his personal number on a dry-erase board. It appears on Page 89 of the fall catalog.

Since the issue went out in August, more than 3,000 people have called, primarily female. The result: Horowitz hitting the road for a dinner tour scheduled to begin in January and run through March. So far, Horowitz has committed to about 70 dinners in 48 states. (He's also received thousands of e-mails via his Web site, slivandulet.com/marc.)

The tour may sound a bit sketchy, but Horowitz's intentions are pure. It's an art project — a social sculpture of sort — and the food he and his acquaintances eat and their conversations will culminate in a book and a feature documentary.

His dinner companions get to participate in this creation and experience a break from the generic life exemplified by the Crate & Barrel catalog.

"I'm taking people away from that commercial experience of looking and shopping in a catalog and offering them an alternative," said Horowitz. "A non-commercial, non-profit exchange, where we're just sharing conversation."

Among the thousands who reached out to Horowitz is Christine O'Donnell, a 31-year-old attorney from Fair Lawn. She found out about Horowitz through the Internet and decided to write him when she realized that he did not have any dates planned in the Garden State.

"I'm a lifelong New Jersey resident, and I've always known us to be very hospitable people," she said. "So I decided to jump in and invite him to dinner, not knowing anything about it other than that it sounded fun."



Marc Horowitz is doing a book about the response to his catalog prank.

Asking a stranger to dinner is out of her character, she said. Sure, he could have been a total weirdo, but she relied on the catalog's upscale reputation to speak for Horowitz's character.

"He had a Web site, which isn't necessarily protection against being sketchy, but I figured if he worked for Crate & Barrel, he was not very sketchy," she said.

Horowitz's stunt follows a tradition of infamous phone numbers. Since Tommy Tutone's hit song, "Jenny (867-5309)," which spurred endless crank calls, there was also last year's "Bruce Almighty." The film originally used a phone number for God without the conventional prefix, 555, for fictitious numbers in movies and TV. As a result, several people and businesses with that number around the country were bombarded with calls asking for God.

So far, the response has been very positive, Horowitz said. The dinner tour has also attracted a lot of media attention; he's been featured on several morning shows,

and received a few deals for books and movies.

Mixed reaction came from the folks at Crate & Barrel. The president requested that Horowitz remove the company logo from his Web site for "copyright issues," but company execs don't seem to hate him, he says.

Despite the obvious implications, Horowitz wanted to stress that he has no romantic intentions about these dinners. He has a girlfriend (who is supportive of the dinner tour) and is not looking to date anyone through this project.

But there have been a few instances where people got the wrong idea.

"Sometimes I do kind of have to say, 'It's not a date — I want to make sure you know that,'" he says. "It's kind of funny that somebody would call a number in a catalog and think that they can date the guy. It's a pretty obscure concept."

E-mail: parke@northjersey.com

DINNER WITH MARC



Photos by FABRIZIO COSTANTINI/Special to the Free Press

Father Lawrence M. Ventline, left, of Detroit and Rabbi Mordehi Waldman of Oak Park toast their Dinner with Marc meal at the Detroit Artists Market on Saturday.

IT'S 'ALL ABOUT CONVERSATION'

By SYLVIA RECTOR
FREE PRESS FOOD WRITER

Twenty-three strangers from more than a dozen metro Detroit cities and towns came to the Detroit Artists Market on Saturday night to meet and dine with each other and Marc Horowitz, the 28-year-old San Francisco man who is traveling around the United States having dinner with people he doesn't know.

The diverse group, ranging in age from 12 to 82, was chosen from among more than 450 local people who, he says, called and asked to attend after an article in Wednesday's Free Press described his odyssey and extended his invitation to have a free meal and simply listen and talk to each other.

Horowitz's journey — now called the National Dinner Tour — began after he wrote "dinner w/ Marc 510-872-7326" on a dry-erase board being photographed for the September 2004 Crate & Barrel catalog. After the catalog was mailed, people from all over the country began calling, and he started making plans to have dinner with some of them at their homes.

The point is not the food. "It's all about the conversations," says Horowitz, who says he has received 13,000 to 15,000 calls since national media began reporting his story and reprinting his cell number.

He came to Detroit at the invitation of Mitch Cope, curator of a performance-art exhibit called MORE at the Detroit Artists Market. His next stop is Yale, where he has been asked to be a speaker.

While the owners of Ypsilanti's Angel Food Catering put the finishing touches on their donated meal of salad, pecan-crusted chicken, roasted vegetables and crème brûlée, guests mingled, got acquainted and talked about Horowitz's dinner idea. Many said they were intrigued and even inspired by his effort to build connections with and among people.

"I thought it was great someone would do this," said John Lauve, 63, of Holly, a 30-year veteran of General Motors who now owns historic buildings in Holly.

Johnie Bailey, 29, of Detroit, said the idea of dining and talking with strangers is "fascinating" and was impressed by what he read on Horowitz's Web site, www.ineedstosoon.com. "It's what a lot of us wish we could do," said Bailey, a recent University of Michigan graduate who plans to attend medical school.

Ashley Woods, 20, of Orchard Lake said she wished she had thought of it herself and still may try to do something similar. "I was thinking, 'Could I do this at my school?'" said the Miami of Ohio University student, back home temporarily for an internship. "I was wondering if people would come together and do this. Now, I'm inspired to try it."

At the table, after blessings by rabbi Mordehi Waldman of Oak Park and Catholic priest Lawrence Ventline of Sterling Heights, guests took turns introducing themselves and telling a little about their lives.

If the diverse group had one thing in common, it was an interest in other people and in doing something different, even unexpected. "I wish I had done more of the things I dreamed about when I was young," said machinist Dale Woodford of Pinckney, who brought his daughters, Morgan, 12, and Stephanie, 16, of Pinckney.

Worm he is raising alone. "I want them to see different lifestyles... I hope they have the nerve to do different things in their lives."

Worm he is raising alone. "I want them to see different lifestyles... I hope they have the nerve to do different things in their lives."

Contact SYLVIA RECTOR at 313-222-3029 or rector@freepress.com.



Marc Horowitz tests his microphone with videographer Jody Huellmantel of Detroit.

GUESS WHO CAME TO DINNER

This is the guest list from Saturday night's dinner, arranged by itinerant dinner host Marc Horowitz at the Detroit Artists Market:

■ Rabbi Mordehi Waldman and Jan Hosford-Heist, both of Oak Park

■ Catholic priest and counselor Lawrence Ventline of Sterling Heights

■ Former exotic dancer Cherry Sunday of Southgate

■ Professional crafter and teacher Olga Hodge, 82, of Detroit

■ Detroit Diesel machinist Dale Woodford, 44, and his daughters Morgan, 12, and Stephanie, 16, of Pinckney

■ GM retiree and historic building restorer John Lauve, 63, and his companion, Linda Croft, 61, an

apartment manager, both of Holly

■ Johnie Bailey, 29, of Detroit, a premed student and Chrysler employee

■ Wine merchant Elie Boudt, 43, of Birmingham, who provided wine for the dinner

■ Phyllis Gantman, 53, of Farmington Hills, who worked for Metropolitan Life insurance company for 29 years until losing her job in a massive cutback in December

■ Ashley Woods, 20, of Orchard Lake, a student at Miami of Ohio University

■ Wendy Eason, 27, of Ypsilanti, who works in public relations for Caribou Coffee and is a campus minister at St. Luke's Lutheran Church at the University of Michigan

■ Gregory Fell, 40, who travels around the world for Ford Motor Co. in various capacities

■ Country music recording artist and financial adviser Joseph James Giordano, 51, of Rochester

■ Detroit Police Inspector Billy McFarley, 55, commander of the 13th Police Precinct, with headquarters next door to the art gallery

■ Artist Mitch Cope, curator of the MORE art exhibit at the Detroit Artists Market and his parents, Hettie and Jim Cope, both 60, of Milford

■ Aaron Timlin, 34, of Detroit, executive director of the Detroit Artists Market

■ Gallery manager Christine Stamas of Detroit

ONLY
\$2.19

NATIONAL

November 1, 2004

Examiner

WIN
\$4,675
- in puzzles & giveaways

EXAMINER

Heart of America showing the nation's spirit

Sat 10:30

dinner w/marc
510-872-7326

Crate & Barrel artist uses catalog to get datemates

IT HAS to be one of the most clever ways in the world to get a date!

As lonely San Francisco bachelor Marc Horowitz faced another night by himself, he decided it was time for drastic action.

Freelance artist Marc, 28, was working on Crate & Barrel's fall catalog when he saw his opportunity to meet thousands of women. He decided to spice up a dull, blank spot on one of the brochure's pages by adding his home telephone number! Using computer software, he inserted the number along with the message: "dinner w/ marc."

"It's like speed dating"
Within days he was being plagued by sex-starved women asking to go out with him. He says he can't believe his luck after he lined up scores of dates across the country.

"I don't think I'm looking for a wife out of this, or even romance," he says, "but you never know what can happen. It's like speed dating on a whole new level!"

Since the catalog hit the streets, he claims to have had hundreds of calls from curious women looking for love. "It was just a spur-of-



A blank spot inspired artist Marc Horowitz to sketch in a personal ad

'I expected five calls — I got 500!'

Bachelor sneaks phone number into ad — and is swamped with replies!

the-moment thing," Marc says. "I kind of saw it as free advertising, and then it just took off. I had no idea it was going to turn into this. I expected five calls — and got 500."

One caller, Kelly

Chilton, 28, from Brooklyn, N.Y., says: "It was just so intriguing, and I wasn't sure it was real, but when I called the number, it was like: 'Wow!'"

They plan to meet for a meal in February

when Marc travels to the Big Apple. Marc, who's hoping to film the trip for a future documentary, insists he's not in it for sex.

"Some of the dinners will be with couples and individuals who just

sound like interesting people," he explains. "It's not all about dating."

Crate & Barrel spokesperson Bette Kahn says: "We were a little shocked when we first found out about it.

Now we just think it is funny.

"You know what people are like when they see a blank wall — they are always tempted to write all over it. That's just what Marc did."

Number in catalog reconnects people

By Sara Kugler

Associated Press

NEW YORK — A phone message to the nation: Please call (510) 872-7326. Marc Horowitz wants to meet you for dinner.

Go ahead — dial it. If he doesn't answer, just leave him a message. That's what thousands of people have done after seeing his number scrawled on a dry-erase board in a Crate and Barrel catalog photo last fall.

Horowitz, a conceptual artist in San Francisco, was working as a photo assistant on a shoot for the catalog when he came up with an idea for an art project that would question social barriers and maybe make the world a little smaller.

The dry-erase board looked too blank, so he decided to write his cell phone number on it — and, if anyone called, maybe take a road trip to meet them.

"It's about illuminating the importance of conversation between strangers," Horowitz said. "We just plug into our computers and think that's the way to live, but old-fashioned face to face is what it's about."

The dinner tour was supposed to be a three-month journey to meet a few dozen people, but now it has ballooned to include thousands of lonely souls. Horowitz, 28, sublet his apartment, left last week in a mini-RV, and now plans to crisscross the country for at least a year.

But exactly who calls a number on a page of a Crate and Barrel catalog?

Gregg Piazza, a 36-year-old chef who lives in Columbus, Ohio, was caller No. 34. He saw the number while flipping through the catalog and stopped turning pages when he noticed it wasn't fake.

"What are you doing?" his fiancée asked when Piazza whipped out his cell phone. "There's a real phone number in here," he said as he dialed. "I gotta call."

Horowitz answered, they talked for a few minutes, and now dinner with Piazza is a planned stop on the nationwide tour.

Of course, some callers left nutty messages, including angry rants and at least one offer for sex. Many just hung up. Some yakked on and on about how they were raised by nuns, work at a gas station or take several kinds of medication.

"I think people are looking for excite-

OF HUMAN INTEREST



Jeff Chiu / Associated Press

Reaching out: Artist Marc Horowitz, 28, is traveling to meet folks who called his phone number listed in a Crate and Barrel catalog. "It's about illuminating the importance of conversation between strangers," he said about his trip.

ment — maybe I'll call this number, where is it going to lead?" Horowitz said. "I think it's just curiosity and about people wanting to reach out and connect with somebody."

The first call was from a Kansas man named Jake, "and it just started propelling east and west from there," Horowitz said.

Horowitz added his e-mail address and Web site to his voice-mail greeting.

In their e-mails, people beg him to visit their homes and towns, offering "a mean lasagna" in Georgia, a "place to crash" in Massachusetts, "something like chicken and dumplings" in Alabama, coffee in Wisconsin and Shabbat dinner in Maryland.

Even so, some people would rather light themselves on fire than eat dinner with their own families, much less a houseful of strangers lonely enough to dial a random number. What was Horowitz thinking?

"It's about really listening and knowing that everybody has something important to say," he says. "This is real conversation with real people — it's something you can't buy."

■ For more information, visit Horowitz' Web site at <http://www.ineedtostopsoon.com>.

Artist embarks on a cross-country, dinner-date tour

Curiosity and Crate & Barrel spark unusual trek

BY SARA KUGLER
Associated Press Writer

NEW YORK | A phone message to the nation: Please call 510-872-7326, Marc Horowitz wants to meet you for dinner.

Go ahead — dial it. If he doesn't answer, just leave him a message. That's what thousands of people have done after seeing his number scrawled on a dry-erase board in a Crate & Barrel catalog photo last fall.

Horowitz, a conceptual artist in San Francisco, was working as a photo assistant on a shoot for the catalog when he came up with an idea for an art project that would question social barriers and maybe make the world a little smaller.

The dry-erase board looked too blank, so he decided to write his cell phone number on it — and, if anyone called, maybe take a road trip to meet them.

"It's about illuminating the importance of conversation between strangers," Horowitz said. "We just plug into our computers and think that's the way to live, but old-fashioned face to face is what it's about."

It's not his first madcap art project aimed at bringing people together. Last year, he ran errands with strangers, which consisted of picking out their cereal and folding their laundry. The 28-year-old also regularly sets up a coffeemaker in Alamo Square Park and hands out free cof-

fee to passers-by.

The dinner tour was supposed to be a three-month journey to meet a few dozen people, but now it has ballooned to include thousands of lonely souls. Horowitz left last week and plans to criss-cross the country for at least a year.

But exactly who calls a number they see in a photo on the page of a Crate & Barrel catalog?

Gregg Piazzi, a 36-year-old chef who lives in Columbus, Ohio, was caller No. 34. He saw the number while flipping through the catalog, and stopped turning pages when he noticed it was not one of those fake 555-numbers.

"What are you doing?" his fiancée asked when Piazzi whipped out his cell phone.

"There's a real phone number in here," he said as he dialed. "I gotta call."

Horowitz answered, they talked for a few minutes, and now dinner with Piazzi is a planned stop on the nationwide tour.

Of course, callers left some nutty messages, including the occasional angry rant and at least one offer for sex. Many just hung up. Some yakked on and on about how they were raised by nuns, work at a gas station or take several kinds of medication.

"A lot of people are lonely and they just want to talk to somebody," Horowitz said. "I think people are looking for excitement — maybe I'll call this number, where is it going

to lead? I think it's just curiosity and about people wanting to reach out and connect with somebody."

The first call was from a Kansas man named Jake, "and it just started propelling east and west from there," Horowitz said.

Horowitz eventually added his e-mail address and Web site to his voicemail greeting. After some publicity, his inbox was jammed with e-mails — dinner invitations, random ramblings and flirtations — from New Hampshire grandmothers to Florida firefighters.

They beg him to visit their homes and towns, offering "a mean lasagna" in Georgia, a "place to crash" in Massachusetts, "something like chicken and dumplings" in Alabama, coffee in Wisconsin and Shabbat dinner in Maryland.

In their e-mails, they share intimate details. One woman in Las Vegas is saving up for gastric bypass surgery and another in Texas is going through a "divorce from hell." Nonetheless, she thinks "your dining with strangers across America is neat!"

One after another, they gush about how much they love Horowitz and his attempt to have dinner with thousands of strangers, a venture that "put a smile on my face and a skip in my step," a fan chirped from Texas.

"It is because of people like you that I have a renewed hope in mankind," one woman con-



THE ASSOCIATED PRESS

Artist Marc Horowitz, 28, shown here at his San Francisco home with his dog Five, is now on the road.

fessed in a 6:25 a.m. note.

"Congratulations for giving us something to talk about outside of the election, terrorism, and Paris Hilton," another wrote from Pennsylvania last fall.

Horowitz sold his truck, bought a mini-RV, sublet his apartment and held a garage sale to help fund his journey. He has rejected offers to turn his adventure into a TV show or documentary, which he believes would poison the organic purity of the conversations he hopes to have. But,

he allows, he might write a book.

Some people would rather light themselves on fire than eat dinner with their own families, much less a houseful of strangers lonely enough to dial a random number. What is Horowitz thinking?

"It's about really listening and knowing that everybody has something important to say and that their stories are fascinating," he says. "This is real conversation with real people — it's something you can't buy."



fun hiding behind
some coal.

People

PLUS THE 50 HOTTEST BACHELORS



Marc Horowitz WILL TAKE YOU TO DINNER

AGE: 28 **HOME:** San Francisco **STATUS:** Never married **PROFESSION:** Photographer's assistant turned performance artist

Scheme: While helping to set up a photo shoot of a home office for Crate & Barrel's fall 2004 catalog, he posted a "Dinner with Marc" memo on a bulletin board along with his phone number.

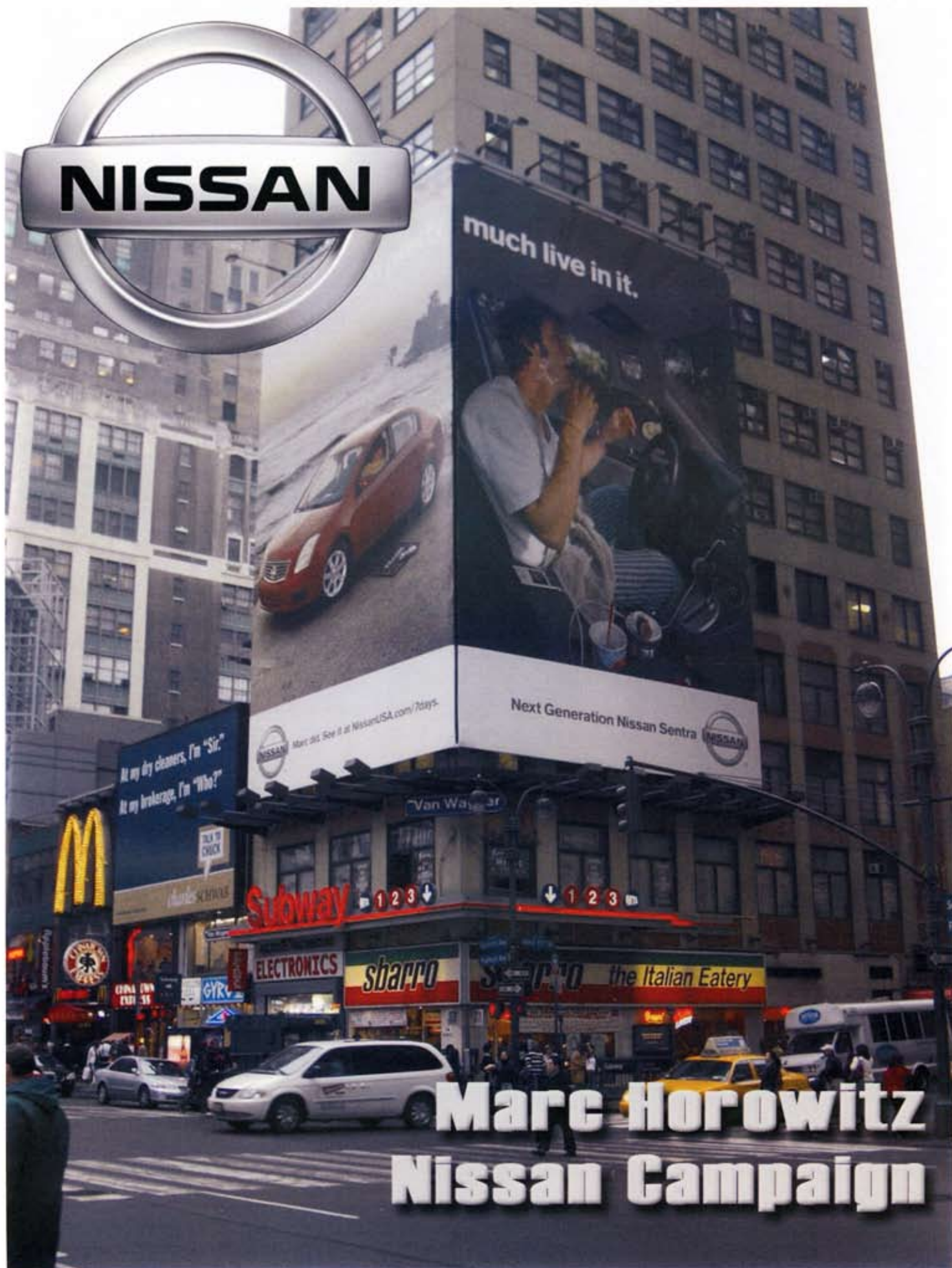
Response: More than 19,000 invites so far.

Why he did it: "I saw it as reality hacking," he says. "The catalog is supposed to look real."

Upshot: He launched a "National Dinner Tour," chronicled on his Web site Ineedtostopsoon.com.

Is he for real? "At first I did think it was an odd idea," says Linda Parsons, who had dinner with Horowitz in Chicago. "But Marc is a very interesting conversationalist."

HAIR: GROOMING: KETTER BECKFEST FOR WORKGROUP; STYLIST: JENNA MANNEN FOR WORKGROUP; CLOTHING BY BANANA REPUBLIC; LOCATION: THE BLUE PLATE, SAN FRANCISCO



Marc Horowitz
Nissan Campaign

One guy did for a week. See Marc's story at NissanUSA.com/7Days



Bluetooth Hands-Free Phone System  MP3 Input Jack  Continuously Variable Transmission (CVT)   Fuel Economy

Bluetooth® system compatible vehicle only. 3.0 BT model shown. (P)® not included. Nissan, the Nissan Brand Symbol, "SHIFT_" tagline and Nissan model names are Nissan trademarks. Always wear your seat belt, and please don't drink and drive. ©2008 Nissan North America, Inc.



You could pretty much live in it.



Next Generation Nissan Sentra



SHIFT_ 2.0

Living la Vida Nissan

TBWA's inventive campaign stars a man, a car and a life

Marc Horowitz, the 30-year-old breakout star of "Seven Days in a Sentra," has curly hair, big teeth and such an engagingly oddball manner that at first I thought he was actor Jon Heder of *Napoleon Dynamite* fame.

But he never once mentions Tater Tots or says "sweet." Instead, to bring "The next generation Sentra. You could pretty much live in it" tagline to life, he tells us the rules of his Nissan deal. He not only has to live out of the car for a week (no cheating and going home to shower), but he also has to go to work during the day (at his job as a photographer's assistant), prepare four meals within the vicinity of the auto, go on at least one date, host one social function (a poker party) and, finally, "maintain the highest standards of personal hygiene."

The last is key. If there is one thread running through the entire comic oeuvre—seven TV spots, which roll out through November, 13 Webisodes, special online executions, a MySpace profile and a two-minute film—it's Marky Mark's attention to his funky pits. Perhaps the creators have invented a powerful new subset of the reality genre—pitsploitation. The first spot, showing Horowitz loading up his enormous pile of "stuff" into the super-wide trunk, is attention-getting and entertaining. But easily the most memorable part is his pointing to his underarm and worrying that, in the course of the filming, he might accrue "some funk under here."

Indeed, while it's selling the Sentra, the experience practically cries out for an Axe product placement (Nissan agency TBWA



Adweek's ad critic can be reached at blipp@aol.com.

does lavish various Apple merchandise on the guy). We see Horowitz pouring cold bottled water over his bare chest, showering under lawn sprinklers, spraying himself with a double-barreled set of deodorant cans as he jogs, and putting on what he refers to as "smell good" in his office bathroom to prepare for his date.

Aside from his take-no-prisoners' stance on pungency, Horowitz also does a lot of effortless product demos. In "Day 6," for example, the set-up seems pretty inviting, even for those with homes. After a

hard day at work, Horowitz gets into his car, which is in a public garage, changes into his jammies, folds his front seat back (the rear seats also fold) and prepares for an evening of Sentra-based entertainment (Sentratainment?). He plugs his iPod into the MP3 input jack and watches *Nacho Libre*, quoting the line "My powers are coming back to me" with no accent at all, which is funny. But a man's got to eat, so he uses his fancy, voice-activated Bluetooth phone system to call for a delivery of a "large cheese" pie. When asked for the address, he tells the pizza lady, "I see a P2 [parking lot sign] over there. Does that help you out?"

Still, the concept is hardly groundbreaking: The agency created a docu-journey that chronicled a couple on the "Road to Rio" in their Pathfinder almost 20 years ago. Speaking of going south, the tone of the current exploit could have come off as insensitive as more home loans are going into delinquency among middle-class people these days, never mind the actual growing numbers of homeless families who do

have to live out of their cars.

But the genius here is in the casting: Horowitz's good-natured, quirky, inventive and flexible approach to life is delightful to watch. (Even when the car is Saran Wrapped or he's getting towed.) Running around in his striped bathrobe (hey, the man has some modesty and decorum), offering up his favorite talismans—like a set of bug-eyes and his lawn gnome—our car keeper is like a cross between Jim Halpert (played by John Krasinski), the tall, quiet guy on *The Office* (who has the as-yet-unrequited crush on the receptionist) and a less jackassy *Jackass* dude—the non-conformist, soft-spoken, creative version.

In reality, Horowitz, among other things, has been an "environmental performance artist," pulling off such stunts as carrying people on his back from store to store and riding a donkey to work. Given his artistic bent, I see him less in a brand new shiny red Sentra and more in an old beater car. (Although one of the spots, involving a free car wash, cleverly shows the Sentra's great gas mileage.)

Clearly, the campaign is trying to "youthify" the redesign and shed the "mom car" image. The creators want to appeal to successful young urbanites who, after gym, work and socializing, are rarely home, meaning that living in the car is more than a metaphor.

But I'm thinking it might speak to an older target, since I'm a mom-person and I love it. Perhaps that's the secret sauce in this documentary—that it will result in bonus sales from parents who are desperate to get their grown-up kids out of the nest. Hey, a nice new Nissan is a start and it's got some sweet options, although the shower needs some work.

NISSAN SENTRA

Agency
TBWA\CHIAT\DAY,
PLAYA DEL REY, CALIF.

Executive creative director

ROB SCHWARTZ

Creative directors

JOE SHANDS, CURT DETWEILER

Associate creative directors

BARNEY GOLDBERG

STEVE MORRIS

Art director

BRENT ANDERSON

Copywriter

STEVE HOWARD

Agency producer

CARRIE SCHAEER

Director

RICHARD SEARS,

GREEN DOT FILMS

Post-production

WHITEHOUSE

Sound design

ELIAS ARTS

Mix house

LIME



ADVERTISING

Living the Promotional Life

By STUART ELLIOTT

CAN an affable 30-year-old conceptual artist turned comedian sell cars to his generation by using non-traditional media like blogs and Webisodes?

That is the multimillion-dollar question Nissan North America is asking as an unconventional campaign gets under way to stimulate interest in the 2007 Nissan Sentra among a target audience of youthful urbanites. Six agencies are collaborating on the campaign, which takes the fanciful tack of asking the comedian, Marc Horowitz, to spend seven days in a Sentra to bring to life the theme: "The next generation Sentra. You could pretty much live in it."

The results of Mr. Horowitz's week this summer inside the car that Nissan gave him will be presented to consumers in their 20's and 30's mostly in the media forms they favor, which include MySpace, TiVo, video clips meant to be shared with friends and the video shorts known as Webisodes.

The shorts and a diarylike blog kept by Mr. Horowitz are posted on a dedicated Web site (nissanusa.com/7days) with features about the car. Nissan's hope is to sell considerably more than the estimated 120,000 vehicles sold in 2005.

The Nissan campaign, with a budget estimated at \$40 million to \$50 million, is emblematic of the growing efforts by marketers to remake their media choices to reflect the changing behavior of younger consumers, a prized demographic group because they spend freely and are mostly still figuring out their brand preferences.

These days, the media plan must be as creative as the creative part of the campaign — if not more so.

"We're looking at how people consume media, not how we think they should consume media," said Jan Thompson, vice president for marketing at Nissan North America in Gardena, Calif., part of Nissan Motor of Japan. "We're inviting them, not interrupting them."

"This is the first time we've had a nonlinear content approach," she added, referring to a departure from a reliance on television.

To be sure, Ms. Thompson said, "there is a trade-off" in concentrating ads in the new media because it can take more time and effort to reach the intended audience and more coordination is required to keep track of all the moving parts in such campaigns.

But "there's better engagement than you can get with traditional, linear television," she added, "and we can measure impressions, interaction rates and view-throughs" to determine whether the new media elements are working.

Although the campaign includes old school media like TV, print and outdoor ads, the difference, Ms. Thompson said, is that "traditional is not the core of the campaign, it's part of the campaign."



Marc Horowitz, a 30-year-old comedian, is the focus of a Nissan ad campaign that shows him spending seven days in a Sentra.

The Nissan media agency, OMD, part of the Omnicom Group, is overseeing the media aspects of the campaign, working with sibling shops like TBWA/Chiat/Day, the Nissan creative agency. Also involved are agencies not owned by Omnicom, which include Edelman, for public relations, and the Vidal Partnership, for ads aimed at Hispanic consumers.

Another role the new media play in a campaign like this is to burnish the image of the product being

skepticalism" common to his generation.

"He said, 'I don't know if I want to sell out,' and we said: 'Dude, this isn't selling out. It's a product demonstration,'" Mr. Schwartz recalled, adding that the agency found Mr. Horowitz in a casting book.

Mr. Horowitz's résumé includes a bachelor's degree in marketing from Indiana University, photography and video shows in San Francisco and performance-art projects like taking strangers to dinner and picking up the check.

Mr. Horowitz, who now lives in Los Angeles, said he drove to his audition in a 1990 Volvo that was "old beyond its years, a beater with 275,000 miles on it."

"After they gave me the job," he added, laughing, "they told me much later" that his role would involve spending a week in a Sentra.

Letting young car buyers share the experience online.

advertised, by casting a hipper, contemporary halo over the brand.

"The Sentra had become a deal car, and it had to go from deal car to desired car," said Rob Schwartz, executive creative director for Nissan at the Playa del Rey, Calif., office of TBWA/Chiat/Day.

Constantly making deals on Sentra meant that Nissan could not "get the ideal person driving the car," Mr. Schwartz said, "the urbane, more youthful target."

Rather, "you get a 49-year-old suburban woman smoking brown More cigarettes," he added.

The campaign is intended to appeal to younger consumers "who live what we call the morning-to-morning lifestyle," Mr. Schwartz said. They "get up, go to the gym, go to work, go out, and your car becomes your paradise."

"That gave birth to the idea, 'Hey, what if we had the guy live his life in this car?'" he added.

The guy is Mr. Horowitz, described by Mr. Schwartz as "a true product of our age," who, in his off hours, "is a creator of content, including a blog, video and T-shirts," and displayed the "curiosity and

Nissan is, of course, not alone among automakers in turning to the new media to market cars and trucks. For instance, the Ford Motor Company is sponsoring a vlog, or video blog, to be created by Amanda Congdon, formerly of the popular rocketboom.com Web site, as she drives across the country in a hybrid Escape sport utility.

Mr. Horowitz said he had completed most of his work on the campaign; he wrote the blog entries and made the Webisodes over the summer. He may discuss the campaign on his personal blog (ineedtopsoon.com), which he said he had been writing since 2001, and he will make personal appearances on behalf of the campaign this month.

"You'll be able to see me driving around L.A.," Mr. Horowitz said. "I still have the car."

Asked what he would do if drivers began pointing at him at traffic lights, Mr. Horowitz replied: "God, I hope not. I'll just make myself blend in. I might cover the car so it looks like a gigantic piece of bacon."



THE US OLYMPIC TRACK & FIELD TRIALS

JUNE 27TH - JULY 6TH



COME BACK SOON!

usa
network

USA
TRACK & FIELD



NIKETRACKTOWN.COM



COME BACK SOON!

SONY presents:

THE MARC HOROWITZ
SIGNATURE SERIES





What do you love?

Twenty-city tour aims to record Americans talking about things that matter



Jim Weber/The Commercial Appeal

MID-SOUTH RESIDENTS GET TO SHOWCASE THEIR PRIDE AND JOY

Cynthia Johnson thanks performance artist Marc Horowitz after proclaiming her love for America on Tuesday while taping a segment in Court Square Downtown. It was part of a 20-city tour for "Marc Horowitz's Signature Series" that will be shown on Sony entertainment's Crackle.com. "This has been so cool," said Johnson, who sang "America the Beautiful." **SEE STORY IN B SECTION**

THE COMMERCIAL APPEAL

WEDNESDAY, JUNE 25, 2008 | COMMERCIALAPPEAL.COM

Downtowners asked 'Whadaya love?'

By CARLA UNDERWOOD

underwood@commercialappeal.com

He helped people bury their problems — Algebra books, fattening food, bad movies and all — in Craig, Colo.

He established an "anonymous semi-nudist colony" in Idaho, and then invited thousands of strangers out to dinner.

On Tuesday, Los Angeles performance artist Marc Horowitz brought his latest stunt to Memphis during his mission to improve the lives of Americans "one city at a time."

For several hours at Downtown's Court Square, Horowitz and his crew kept their cameras rolling as, one by one, local residents showed up to show some love.

"Whadaya love?" was the question Horowitz asked curious passersby willing to go before the cameras as part of a 20-city tour, dubbed "The Signature Series." The tour began earlier this month in L.A. and is scheduled to end July 4 in Wilmington, N.C.

The Series will be aired later this summer on Crackle.com, Sony's online entertainment channel.

In an unconventional trans-American road trip, Horowitz mapped their route by writing his name across a U.S. map. The team then identified locations that fell along his signature, coming up with unique ways to "help make life better" in each.

So far, efforts have included lobbying the city government of Battle Mountain, Nev., to adopt a "gentler" name. Another stop in Wamsutter, Wyo., brought breakfast in bed for residents of the small town.

"Most people get off the interstate and stop for gas, but we get off, stay and get to know the people," said producer Sara Seiferheld.

Performance artist brings video effort to improve America to Bluff City

Standing proudly in front of a faux backdrop of a tropical sunset in Memphis, people declared their devotion to everything from football and family to a souped-up Moped.

Horowitz said he got the idea seven years ago as a way to bring people closer.

"This project has given me so much faith in America," he said.

Downtown resident Cynthia Johnson couldn't resist as she escorted young relatives to the Main Street Mall water fountain.

"The cameras drew me," she said. "I'd never been in front of a camera like this before, and when they explained what it was about, I was excited."

Hardly able to contain her excitement, Johnson took her mark. After being introduced on-camera by Horowitz and asked the question of the day, she began rattling off her answer.

"I love America, I love my family, I love life and I love the Lord," she said.

Using related props, subjects were then asked to "take their love to the next level." For Johnson, that meant belting out "America the Beautiful" while waving an American flag. She didn't skip a beat.

"This has all been so cool," she said.

The Signature Series is part of The Center For Improved Living, what Horowitz calls "the umbrella for all things good." It is a series of projects that have included creating a sign bearing his personal cell number and "Dinner w/Marc" for a 2004 national retail ad. After receiving thousands of calls, The Indiana University graduate hit the road for his "National Dinner Tour." It was just one of several of his attempts over the years to make things better.

"I want to shake the man's hand that came up with this idea," said Mike Turner of South Memphis, who proclaimed his love for "good people" on camera. "We all really do need to get back to being human."

— Carla Underwood: 529-2594

CRAIG DAILY PRESS

SERVING CRAIG AND MOFFAT COUNTY

WWW.CRAIGDAILYPRESS.COM

'Signature' moments

Craig residents
bury problems
with L.A.-based
artist

By ANDY BOCKELMAN
DAILY PRESS WRITER

As Gilbert Jaramillo stood over the freshly dug hole in the grass of Alice Pleasant Park, he recounted the loss of his wife, Darlene, and buried his grief.

Metaphorically, that is.

Jaramillo was the first of about 30 participants in performance artist Marc Horowitz's Craig segment of his "Signature Series," a cross-country tour featuring the artist and his efforts to make a difference in the world.

On Monday afternoon, Horowitz and his crew staked out a portion of Alice Pleasant Park next to Serendipity Coffee Shop as they dug a small grave, surrounded it with a white picket fence and posted a sign reading "Bury Your Problems."

Donning a white suit, the artist accepted anything people wanted to put in the ground, whether it was a physical manifestation of something bothering them or instead, bad feelings festering within them. His camera crew captured every burial he oversaw.

Jaramillo described his involvement as burying a heavy heart for his lost love.

"She's gone, but not forgotten," he said. "I think it's wonderful what they're doing. It doesn't cost anything, and it's a chance to let go of your silence."

Jessie Cramer noticed Horowitz from Cramer Flooring across the street from the park, and was prompted to bury her husband's leftover McDonald's French fries.

"I've struggled with bulimia for 13 years, and the fries were just lying out on the table," she



AMERICAN PERFORMANCE ARTIST MARC HOROWITZ poses for a photo Monday in Alice Pleasant Park. Horowitz is touring America for his "Signature Series," which has different themes at each stop. For Craig, he encouraged residents to bury their problems. The Craig episode will premiere online at www.crackle.com.

HANS HALLGREN/DAILY PRESS

See HOROWITZ on page 2

GILBERT JARAMILLO BURIES HIS GRIEF in a hole that Marc Horowitz and crew dug for his "Signature Series" on Monday at Alice Pleasant Park. Jaramillo was among numerous Craig residents to cast problems into the hole for burial.



HAND FULLER/CRAIG DAILY PRESS

HOROWITZ: Crew heads to New Mexico

FROM PAGE 1

said. "I would have felt compelled to eat them otherwise, but I made the decision to take them across the street."

Throwing the fries in the hole left Cramer with a cleansed feeling.

"The recovery for bulimia is minute by minute, but it felt good to do something like that," she said.

Half-sisters Emily Miller, 15, and Satori Weis, 13, engaged Horowitz by writing their problems on napkins with the help of their friend, Logan Stauffer, 14. Horowitz lit the lists of grievances on fire and they dumped the ashes into the hole.

Their problems included body image, boys and not being able to spend enough time together. The three of them agreed that Horowitz's self-styled eulogies were random and funny.

"The whole thing is a change from what we're used to," Miller said.

Logan's mother, Nora Nylander, felt the urge to toss in her half-drunk soda as her way of cutting down on the beverage.

Eric Nehring took the opportunity to literally bury the hatchet, specifically one with the phrase "misery loves company" printed on it.

"It's just something I always wanted to do," he said. "It's kind of symbolic because of the expression, although I don't really have a grudge with anybody. Everybody has wanted to bury the hatchet at one point. Besides, how often

do we get a chance to bury something in the park with a nicely dressed man?"

Horowitz managed to keep his suit clean, even with all the shovelfuls of dirt flying around. He was impressed by the turnout, especially after a slow start.

"I was worried we wouldn't have many people show up, but it started to pick up around one," he said. "This has been great. It's a very friendly town, and I was surprised by all the stuff we had. Somebody brought in a dead fly in a Ziploc bag, and another person was talking about child abuse."

Horowitz's producer, Sara Seiferheld, took the range of problems as a positive.

"We weren't expecting people to be quite as open and serious as they were, but we had been hoping for it," she said. "They were also pretty receptive to being on camera."

Much of Seiferheld's day consisted of giving people release forms to sign. The camera crew recording Horowitz's "Signature Series" will be broadcasting segments on the Web site www.crackle.com.

The crew will continue to Farmington, N.M., where Horowitz will walk the streets in a sandwich board, offering free advice to anyone. They will return to Colorado when they film a parody of the viral video "Techno Viking" in Walsenburg, with residents as extras.

Andy Bockelman can be reached at 875-1796.

The Bald Knob Banner



Thursday, June 19 - June 25, 2008 • Volume 105 - Issue 17

The Newspaper of Arkansas' Strawberry Capital - Where the Ozarks Meet the Delta • Since 1905

Comedian Horowitz headed to Bald Knob as only Arkansas stop

Comedian Marc Horowitz has embarked on a journey across America by driving along the shape of his signature which he drew across a U.S. map. During the trip, Marc will attempt to improve the lives of the citizens he encounters, albeit in his own unconventional way.

Over the course of 20 comedic episodes, Marc's signature will take him from the Pacific to the Atlantic, from small, little-known towns to bustling metropolises. Each episode focuses on a

single spot on the signature where Marc will have one day to complete a vigorous social project. In Nampa, Idaho, Marc will start an anonymous semi-nudist colony. On a Sunday morning, Marc will surprise lucky citizens of Wamsutter, Wyoming with breakfast in bed. And in Paradise, Indiana, Marc will produce a commercial for a local high school. These improvement projects are designed to involve local citizens. So if Marc's signature happens to cross through



Now surely there is something that we can come up with for Mark Horowitz to do for (or to) our fair city when he visits during his "Signature Tour." The information at the right is all you need to get in touch with the show's producer to to put forward your idea(s). Get busy!

your town (which it does - the only stop in Arkansas), watch out! He may need your help. Marc Horowitz's Signature Series will be aired on Crackle.com, Sony's online entertainment channel. Episodes will continue to be produced throughout the summer and will be available online starting in June 2008.

For further information or inquiries on how you can help Marc, please contact: Sara Seiferheld, Producer, 1-323-363-7333 or email her at BigSara@gmail.com. Bald knob is his only stop in Arkansas, so give him a shout with your ideas!



The Voice of Southeastern North Carolina

Star-News

STARNEWSONLINE.COM | WILMINGTON, N.C. | 50c

STAR-NEWS | SATURDAY, JULY 5, 2008

Comedian brings cool surprise

Ice sculpture melting on beach attracts crowds for Web program

By Alison Lee Satake
Star-News Intern

WRIGHTSVILLE BEACH | A one-and-a-half ton pyramid of ice topped with a chiseled eagle drew a curious but hesitant crowd at Wrightsville Beach on Friday.

The spectacle was the idea of Los Angeles-based comedian Marc Horowitz, who had embarked on a five week cross-country tour "to promote positivity and human interaction." A camera crew documented his trip for a Web-based comedy series. Wrightsville Beach was his final destination.

To determine his route, last month the comedian signed his name on a map of the country. The line of his pen drew a route through 19 cities.

"The Signature Series" chronicles his trip in 20 comedic episodes on Crackle.com, a Sony Pictures' online entertainment network.

"Our country is in a really sad state right now," Horowitz said. "Gas prices are up, and then there's the recession. There couldn't be a better time for a project like this."

At the beach Friday, Wilmington resident Marcia Kearns agreed. "Hard times can bring people together. I like the fact

ON THE WEB: You can see previous installments of "The Signature Series" tour at Crackle.com. The episode at Wrightsville Beach will air by Sept. 12.

that Marc is being intentional. I'm eager to see what today brings," she said.

But most spectators were unaware of the comedian's altruistic mission. "I decided to come here instead of Topsail," said Stephen Tatum, also of Wilmington, who heard about the event on the local TV news, "because it sounded fun."

From 9 a.m. to 1 p.m. by the Oceanic pier, Horowitz provided beachcombers with relay games and the chance to crack the 6-foot tall mass of ice to win an encased mystery prize.

When the dripping tower of ice created by local ice sculptor Michael "Ski" Kowalski collapsed after four hours in the sun, it was Hope Watts, 7, who won the prize.

Inside the black briefcase was a U.S. map, a marker, a video camera with tape, beef jerky, a sign saying "Improved by," and forty dollars for gas money — all of the ingredients to embark



PHOTO | ALISON LEE SATAKE

An ice sculpture created by local artist Michael "Ski" Kowalski slowly melts at Wrightsville Beach on Friday.

SEE ICE | 2B

ICE

CONTINUED FROM 1B

on a "Signature Series" of her own.

Before arriving in Wilmington, Horowitz hosted a mini-Olympics in an Athens, Ala., courthouse and a "Men Hugging Men" day at a sports bar in Roswell, Ga. At the end of each episode, he posts a sign that reads "Improved by Marc" in the city. From silly to ridiculous, the games Horowitz played across the country were all in the name of fun, entertainment and socially engaged art.

"I have a new found respect and hope for America," says Horowitz at the end of this trip.

Culminating on the Fourth of July was significant because "it's a time when everyone slows down and comes together. And, everyone takes the day off and takes the time," he said. "The goal of the project is to come together."

This is Horowitz's second cross-country tour. His first, dubbed "The National Dinner," came about when as a joke he wrote his name, cell phone number and an open invitation for dinner on a board in Chicago. A few months later, he received a phone call from a stranger taking him up on his offer. From there, he hopped on a plane and met the stranger for dinner in his hometown. One year and 30,000 dinner date requests later, he hit the road again.

"The Signature Series" tour is similar, but with more of a punch. The premise of getting to know your neighbors is the same, but Horowitz pushes it further by pushing himself and the public out of their comfort zones. When Horowitz served breakfast in bed to the town of Wamsutter, Wyo., he found himself wiping the mustache of a local citizen in bed with his wife. Horowitz strives to model creative thinking and behavior. He says his goal is "not only to be funny, but to inspire people."

Whether Horowitz improved America is debatable. But according to Wilmington resident Melony Connor, "He improved my kids' Fourth of July."

Alison Lee Satake: 343-2009
alison.satake@starnewsonline.com



THE ME & YOU TALK SHOW

WITH MARC HOROWITZ
AT THE CENTRE FOR
IMPROVED LIVING
18 MARCH–13 APRIL
THE HAYWARD
PROJECT SPACE

With a variety of guests, musical interludes, games and events, American artist and comedian Marc Horowitz will broadcast live *The Me & You Talk Show* three days a week.

TALK SHOWS:

Wednesday & Saturday 4.30pm–5.30pm
Friday 7.00pm–8.00pm

WORKSHOPS:

Thursday 2pm–6pm
Sunday The Floor is Yours
(create your own 15-minute Talk Show)

Sign up at the gallery to join in.

**SOUTHBANK
CENTRE**

ARTS COUNCIL
ENGLAND

I'm Marc, try me

He invited thousands of strangers to dinner and was voted one of America's most eligible bachelors. Now, the artist-cum-prankster has a hot date with Britain

WORDS BY NICHOLAS BARBER
PHOTOGRAPHS BY ROBERT YAGER

Mar Horowitz's website is well named: needstospoon.com. You probably haven't heard of Horowitz, but if you're curious about art, comedy and the ways the internet is blurring the distinction between them, you might log on to his site intending to glance at it for a moment, only to find the minutes slipping into hours. Even while the words "I need to stop soon" are echoing round your head, there's always the temptation to click on one more link.

The biggest time-eatallers are the amusingly rough-around-the-edges YouTube videos of Horowitz's Python-esque sketches, from the Underwear Trying on Contest to the opera about how he invented the internet. Get past them and you come to the video tours of Horowitz's gallery shows in Paris, Geneva and Coma. Each exhibition is titled The Centre for Improved Living and is stocked with sculptures, sketches and posters that could, in a semi-ironic way, make life easier. Among the exhibits are a rug for sweeping things under, a kit that enables you to take revenge on noisy neighbours, and a card which reads "I'm sorry for breaking into your bank". ("Just in case you break into a bank, you have an apology letter already written," explains Horowitz.)

Also on the website are videos of Horowitz's performance art, including his *Erased Feasibility Study*, for which he rode around San Francisco on a pack mule. And once you move on from the videos, there are suggested daily activities and photos which reveal that Horowitz, aged 30, has a certain kind of nerdy chic. There are even doodles and hand-drawn T-shirts available for a few dollars apiece.

It's an inspiring, life-affirming scrapbook, but after a couple of hours or more you still might not know whether Horowitz is an artist, comedian, cartoonist, designer, film-maker or just a student with too much time on his hands. A more cynical says he would have had to prioritise one career over another, but thanks to the internet (which he didn't invent), every idea in his head can be funnelled into a website which, he says, gets 25,000 hits a day.



Perhaps his forthcoming show at London's Hayward Gallery might help to settle matters - but probably not. As part of the Hayward's Laughing in a Foreign Language season, Horowitz is bringing his Centre for Improved Living to London. This time, it's going to feature workshops ranging from "How to Make a Killer Sandwich" to "Ways to Get in a Better Mood (Without Being Incredibly Destructive)", as well as a talk show which will be webcast from the gallery three times a week. With a matter of days to go before the first episode, Horowitz still doesn't know who his guests are going to be.

"I'd like to get some Japanese people with British accents," he says on the phone from his home in Los Angeles. "I don't mean that in a racist way at all, there's just something amusing about people who look Japanese and sound British." So is it comedy or is it art? "I asked myself that question while making pancakes today," he says. "Donald Duck's single requirement of a work of art is that it be interesting, and I agree. If you're making engaging work from your soul, what does it matter if it's art, comedy, or both?"

As a student, Horowitz wasn't set on either discipline. "I grew up really poor, and I didn't want that for myself," he says, so he



Social animal: Marc Horowitz placed a note (left) with his phone number in a furniture-shop catalogue

studied marketing at Indiana University. But in an effort to keep up his painting hobby, he talked his way into the university's art department and immediately realised that this was where he belonged. Despite the discouraging advice of a military uncle, whose refrain on the subject of an art career prompted his nephew to buy the "needstospoon" domain name, Horowitz proceeded to the San Francisco Art Institute, where he concentrated on painting until his two "new genres" tutors forced him to try something more conceptual. The want of a better idea, he stood at a busy trolley-car stop and handed out blank pieces of paper to passers-by. "Japanese tourists

He liked to place a mobile phone in a Starbucks pastry and then ring it

wanted to take photos of me. Old men would shake my hand and thank me for doing the Lord's work. Homeless people wanted me to write letters for them to their families, but they didn't have an address to give me. I didn't document it or anything, but I thought it was interesting to get so many different reactions to a piece of blank paper."

This experience led to his specialising in "social research". Reacting against his business background, his first stunts tended to have an anti-corporate undercurrent. A favourite prank was to leave a mobile phone in a Starbucks pastry and then ring it. "The Starbucks guy was so angry you'd think I'd

put anthrax in there." He also staged major, month-long interactive performance art sessions, such as remodelling a gallery as an office staffed by fellow artists and branding themselves *Silv & Dulet* - "just the worst names possible" - a firm dedicated to "finding problems to your solutions".

His most high-profile project has been his National Disaster Tour. While working as a photo assistant on a catalogue for the furniture chain Crate & Barrel, he slipped the message "Dinner w/Marc" followed by his mobile phone number into one of the pictures. When the catalogue was published, he received phone calls from all over America, and beyond.

He parked himself into a campervan and toured the country, breaking bread with as many of the people who called as he could. He was soon appearing as a talk-show guest and he went on to be listed as one of *People* magazine's "50 Most Eligible Bachelors".

His planned follow-up is to blow up his signature, superimpose it on a map of the US and then drive around the signature. It's the kind of subtly pointless odyssey that's done in Britain by Dave Gorman and Danny Wallace, but rather than being a comedian moving towards art, Horowitz is heading in the opposite direction: he's doing more and more stand-up and now has a Hollywood agent.

THE COLLECTION

On a mission
Four fellow travellers who have undertaken weird comic quests



Dave Gorman
Pioneered a new Edinburgh Fringe sub-genre by recounting his globe-trotting missions, such as meeting everyone in the world with the name Dave Gorman



Owen Powell
For his Gorman-influenced show at last year's Edinburgh Fringe, Powell tried to locate the two closest Starbucks branches in Britain. They are, of course, depressingly close



Tony Hawks
Round Ireland with a Frigide and its equally self-explanatory follow-up, proved that you could get a fascinating book out of following a drunken bet



Danny Wallace
Gorman's former writing partner's *Yes Man*, about answering "yes" to every question, is being made into a film with Jim Carrey

Marc Horowitz: *The Centre for Improved Living* is at Hayward Project Space, London SE3 (0207 867 2000) from 18 March to 13 April

Watch performances by Marc Horowitz at independent.co.uk/theatre/arc



THE BIG SHOW | MARC HOROWITZ

Screaming puts life in perspective

Artist-cum-prankster Marc Horowitz brings his bonkers new art project to London. He tells **Jessica Holland** how to yell her head off for kicks.

"YOU should scream super f***ing loud in your car. Screaming is awesome," Marc Horowitz says.

He's teaching me how to improve my life. It's basically a sneak preview of an interactive art project called *The Centre for Improved Living* that he's heading at the Hayward Gallery from this week.

"Come on, let's do it!" We run to a deserted corner of the South Bank and scream on the count of three. He's right, it does feel pretty awesome.

Horowitz hit headlines in 2006 after spending a year driving around America and having dinner with hundreds of strangers. Meeting him, you can understand how this happened – he's like a cult leader combined with a labrador puppy, with ADD ("They wanted to put me on Ritalin when I was a kid," he says. "My mum was like, no way, he's just a f***ing weirdo").

Now he's got a major London show and, three days before opening, the place is in chaos. Helpers are sticking green crepe paper to cardboard trees; a toy alligator, a stuffed purple walrus and a cape are strewn around a yellow picnic table; and 1990s VHS video cameras on tripods are hooked up to 1980s mixing desks. Beside a bank of unplugged TVs, someone is

"It's time to do something about something!"

ME
&
YOU



TALK IS DEEP | Performance artist Marc Horowitz

sounds complicated but it's very simple," Marc promises.

Depending on the day, there will either be workshops (on topics like "making a killer sandwich"), open slots for visitors to appear in front of the cameras, or the chance to watch Marc hosting *The You And Me Talk Show*. This will involve "Martha Stewart-style" arts and crafts as well as interviews with other artists and "real people", like burlesque-performing midgets and, possibly, the Dean of Oxford. "I just

think it's really appealing to have a positive art form," Marc says. "A lot of art is either just reasoning about itself and its history; or it's like: 'Look at the things outside this art work and how f***ed up they are.'"

"I just wanted something that's not that, that's a celebration of the individual and our capacity to make interesting things. It's a place to daydream."

The Centre for Improved Living, Southbank Centre, SE1, haywardgallery.co.uk, to 13 April, free

unpacking a photocopier that's going to be used for scanning the faces of visitors, and telling Marc that if he breaks it, it's coming out of his budget.

So what the heck is *The Centre for Improved Living*? "It

It's good to talk

Helen Sumpter discovers the feel-good factor when she finds herself making a giant sandwich at Marc Horowitz's edible art workshop

What does art do if not offer us a different take on how we see ourselves and the world? We expect to find this in galleries, engaging with paintings, sculpture, film or photography but sitting down with a bunch of strangers and making a giant sandwich? Well oddly it can be found there too, as I discover when I join Californian artist Marc Horowitz for an afternoon at the Hayward Gallery. Horowitz is in residence in the Project Space for the latest incarnation of his ongoing project 'The Center for Improved Living', for which he's transformed the gallery into a DIY TV studio (with a faux forest theme) and is hosting 'The Me & You Talk Show' three days a week, offering public access-style open slots on Sundays and running a weekly workshop. It's all about bringing people together, engaging in conversation, sharing problems and ideas and undertaking absurd or banal activities with the simple idea that meeting and gaining an insight into other people's lives can enrich our own.

For my workshop 'How to Make a Killer Sandwich' I'm joined by a small group of students, several studying fashion, one a biochemist and all young and female. After our brief introductions off we all trot to the local Costcutter and fill up Marc's basket with whatever we fancy to build one giant sandwich. Cheese, olives, avocado, falafel, houmous, chorizo, honey, bananas, lettuce, Marmite and tomatoes all get bagged up with a large sliced Hovis and back we go to begin constructing a multi-layered snack. There's been no explanation about what the point of this exercise is. 'I'm a bit nervous about this, because I don't know how it's going to work out either,' Horowitz confesses, and no one has asked, but perhaps precisely because there is no structure and no expectations, we just get down to the task, chatting cheerfully as we decide what each layer should consist of, helped by encouraging interjections of 'that's awesome' from our genial host. A few latecomers turn up, two who were misdirected on their way to the Rodchenko exhibition, but they decide that this looks more fun and join in too.



Bread makers Contestants in Marc Horowitz's (back, right) 'How to Make a Killer Sandwich' workshop including Time Out's Helen Sumpter (back, left)

So how is this art? Well you could file it under several art historical headings – it's performance, has the DIY aesthetic of Fluxus, and like Dada and Situationism it's breaking down boundaries between art, culture and everyday life. In that sense it's also very contemporary, because we can all be artists now, communicating and creating through blogs and websites such as YouTube – making and sharing films, photos, and our deepest and most banal thoughts with millions worldwide. Which is in fact exactly how Horowitz's art career began. A likeable prankster from childhood, Horowitz graduated in business and economics and worked for a brief while in Silicon Valley before boredom led him to take art classes. From there he began filming performance-based stunts (offering piggy-back rides to shoppers on Rodeo Drive, serving free coffee in the local park from a machine attached to a 1,500ft extension lead from his kitchen) and posting them online. Horowitz got the attention of the press when a catalogue shoot he was working on allowed him to write 'dinner w/marc' with his phone number on a notice board in one of the images. More than 15,000

people called and Horowitz spent the next year driving round America having dinner with strangers and appearing on talk shows. Whether the level of response reveals a sense of open curiosity and optimism in the American psyche or just a desperate need to reach out and make friends is a debate in itself, but during his travels Horowitz also received 25 marriage proposals and

'I'm a bit nervous about this, because I don't know how it's going to work out either'

found himself on *People* magazine's list of the 50 most eligible bachelors.

Back at the workshop, once we've completed and all munched messily into our bizarre culinary creation (who would have thought avocado with honey could taste so good?), there's no denying that sharing this simple activity has created a great feel-good camaraderie among all the participants, Horowitz included, and everyone is

swapping emails and inviting each other out for drinks.

It's hardly surprising that Horowitz's enthusiasm for his absurdist antics have found him labelled a comedian as often as an artist (maybe think Dave Gorman but without the analysis), but Horowitz' motivation is not just about trying to create laughs. 'It's also about bridging the gap between art and entertainment,' he says, 'and I get as much out of doing this as hopefully the people who join in do.' Horowitz has staged similar projects in galleries in Milan, Paris and Geneva, as well as back home in L.A., and seems almost by default to have found a place in the art world for how he's chosen to live his life in the real world. For his next project he's planning to draw his signature on a map of America and then drive around it. You can't help but wish him luck. It's certainly all food for thought or as Horowitz would say – 'pretty awesome'.

'The Center for Improved Living' continues at the Hayward Gallery Project Space until April 13. Documentation of this and other work by Marc Horowitz can be seen at thecenterforimprovedliving.blogspot.com and ineedtostopsoon.com

timeout.com/london/art

IMPROVE YOUR FUTURE INSTANTLY! ARTIST-GURU MARC HOROWITZ PRESENTS
A CENTER FOR IMPROVED LIVING AT THE HAYWARD PROJECT SPACE!

LOOK OUT THE WINDOW, YOU'RE NOT ALONE.

words: Conrad Ventur

images: Courtesy of Marc Horowitz

www.needtostopsoon.com



BE YOUR BEST. DOCUMENTATION OF GROUP PARTICIPATION AND THE ARTIST AT A CENTER FOR IMPROVED LIVING. ANALIX FOREVER GALLERY, GENEVA, 2007

Marc Horowitz bounces in place like the Energizer bunny. We're in a café at London's Royal Festival Hall. A striped pink and green scarf struggles to stay snugly around his neck as he buzzes in place, entertaining a gaggle of enthusiastic young curators while frenetically describing his plans for an upcoming talk show. Before the talk show, though, Horowitz is staging a series of workshops that each fall under the title *A Center for Improved Living*, which, he explains, "is an umbrella for all good things." Horowitz is jet-lagged, having just flown in from Los Angeles. He dips in and out of conversation, racing like a sports car between and over slower sentences, losing himself in the multiple web pages open on his laptop, yelling enthusiastically from under a waterfall of ideas. Even still, watching him get even more excited as he describes even more of the workshops, you can't help but wonder where to sign up.

So in the spirit of the day I just got a quadruple latte. Toast?
Yeah, sure [toasts with his fourth cup of the day] Cheers!

How did A Center for Improved Living start?
In the beginning, it started as an organization where I was selling "Knock-on-Wood" necklaces, which are just pieces of wood on a necklace. Then there were "Mystery Bags of Change," where you could buy a bag of change for \$3 and you might win \$5 or you might lose 50 cents. It's like a personal lottery. You have a little holster and you can carry it around and sell them. So instead of begging for change, you're actually doing something. And there were "Honestly T-shirts," which were shirts I would make for you right on the spot—like, "My Parents Don't Approve of My Career Choice," or "I Suck at Ping-Pong." Then there was "Win a Cell Phone" drawing contest, so whoever wins get to make a free call from my phone. Or "Temp For A Day," where people could enter a business card, and I would come and work with them for a day or they could stay home and I would work their job for them.

This makes people feel better about themselves?

I think it is refreshing for people to come see this in an art context, but it's sort of shifted from that now. It's more cohesive now. The workshops teach everything—how to take care of yourself by not, like, drinking yourself to death to how to make a killer sandwich.

Wait. So you teach us how to make a killer sandwich, and it's free?

Yeah! And if you sign up, I also want to know what other people's sandwiches are like. It all comes down to that. I'm a sandwich man, dude!

So this is sort of in that "group transformational therapy" vein?

Yeah, I did some life coaching, which is really funny. I delivered pseudo-workshops and they sort of worked.

The audience participation bit sounds like fun. You're like a guru—like Tony Robbins!

Oh, my God! That reminds me I really have to get some tooth whitener. Because everyone I talk to always has the stupidest whitest teeth along with a super dark tan. And when they smile, it just looks like they belong on a yacht—actually I could use white-out. Oh, gross. That would be awesome!

So when are the workshops? And The Me & You Talk Show?

Workshops on Thursdays and then every Wednesday, Friday and Saturday we have the talk shows. I'm fuckin' so stoked about this. I got all these old VHS cameras from Ebay. Like, nobody uses these anymore. These RCA CC300's that are from 1984. None of them actually record anymore but you can use them as studio cameras. You can take an RCA cable out and plug it into an old-school video mixer and make a three camera set-up. I built these special rollers for the tripods that the cameras sit on, so you can roll them around like studio cameras. So it has this very fucking weird look. The whole thing goes up on the Internet via this thing called youstream.tv. It's going to be a live talk show from there, and a live talk show on the Internet, and I'm gonna record it as well on a DV camera, so when it's done, I'll be looping it in the space. It's going to drive me mad! It's sort of like Martha Stewart meets a late late night show, like Jimmy Kimmel.

And themes?

The first one is Celebration. The next one is Future. So we'll have an introduction with a stand-up or a product demonstration. Whooooaa! For instance... did you hear this? Did you know you can get cremated and your ashes they will actually put into ink!!!! Then they'll make an inkjet portrait of you with your ashes, and frame it. That's fuckin' weird!

I can't imagine you can demonstrate that...

Give us a real example.

Well, this idea I got from Douglas Fishbone which I really like. It's like if everything in the past was wrong, how the world was square and shit like that, and now we say that it's round and the sun is the center. Well, I'm sure that in the future that will be incorrect too. It's sort of like that movie *Idiocracy* with Luke Wilson. It's about how everyone in the future is really fuckin' stupid. They're like watering the lawn with Gatorade. Everyone gets stupider and stupider in the future. He gets frozen and then un-frozen in the year 3030 or whatever. He saves the world by re-educating, saying, "You can't water the lawn with Gatorade!" So, maybe we suggest doing a time capsule and that kind of shit, and go out here and bury it so that people in future can be reminded of knowledge they forgot.

That's an interesting product idea.

Then we'll have a guest after that. Then a commercial break. Then some field pieces—so we'll have pre-recorded stuff, and we'll do a wrap-up with audience participation.

You're doing a lot of this on the fly!

Yeah, but I'm having a friend come out from L.A. who I write with—well, I just went to the party store. I just spent four hundreded fuckin' dollars there. We have all those gold curtains for the set. Those glitter things. I have a picnic table that's also a briefcase. Then we have a nature theme—so we have a song.

You'll do set-changes?

There's the first room, like in *Pee-wee's Playhouse*, where it's, "Let's go over here and talk to the FedEx box!" We'll have games and stuff. DVDs of the episodes will loop on screens in the middle room when we're not performing. The third room is the writer's room where I'll sit in

there with my L.A. friend and some other writers and come up with ideas.

How does this compare with other talk shows?

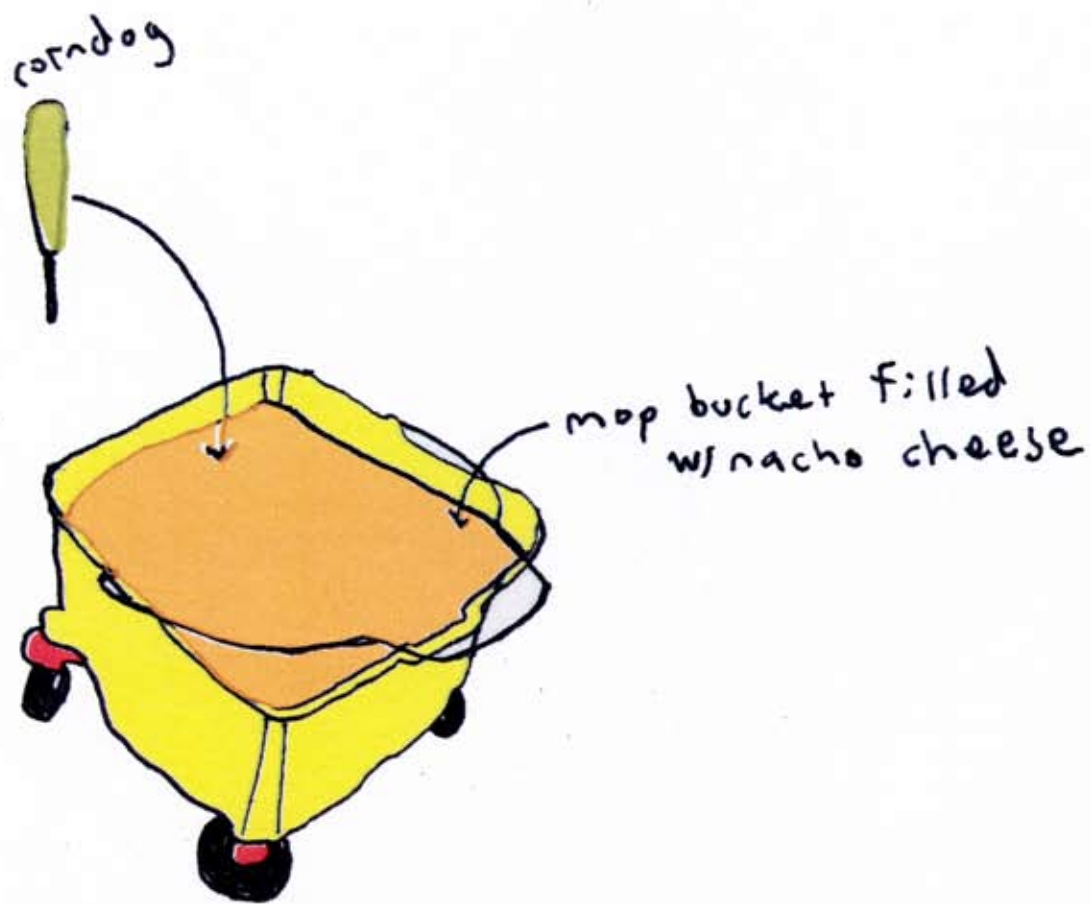
Phil Collins did a talk show at the TATE a couple years ago. Actually, it wasn't a talk show. It was how people were wronged by television—like come in and tell us how reality television fucked your life up! Our show is more aspirational. I think that's lacking in so much art today. You go in and see art and think it's great—I can get inspired, sure. But behind that is a cynical being. Like, "Fuck the World." Things are always "bad" in that kind of work. I just think there needs to be some positivity—something for people to invest in. Entertainment in art is key.

The tag-line for the talk show is: It's Time to do Something about Something. Seems like you've been doing a lot of something lately. How did you get here? Where did you come from?

Westville, Ohio. But now I'm in L.A. after I did this dinner tour project. It's sort of what got me into the art world and the entertainment world. I was working as a photo assistant for Crate and Barrel Magazine and we were shooting in Chicago. I was given a \$50 per diem for dinner, and if I didn't spend it I didn't get to keep it. So I ended up taking strangers to dinner and then doing pictures and interviews with them. The editors at Crate and Barrel kept saying, "Marc you're funny, what don't you write on this for the magazine?" And, for sure, I thought it would get taken down, but it got printed in the catalogue and mailed out. People saw the magazine and somehow I got voted one of America's most eligible bachelors. So it blew up and then I traveled the country for a year having dinner with these people. Then this gallery in Switzerland picked it up and then the talent agent William Morris in Los Angeles wanted to sign me. So I moved to L.A.

Lots of space out there for big ideas?

I just sold a project where I'll be driving my signature. So, I take a signed piece of paper and overlay it on a map of the U.S. and then I drive the route. It's like 9,000 miles!



Additional Press



Conceptual artist Marc Horowitz leads Hail the donkey up Ninth Street in San Francisco while Audrey the mule follows with Adeline Jones, 11, on board.

A man, a mule and a mission



Photo by MICHAEL MAYER/The Chronicle

Audrey and Hail grab some grass while Adeline (left) and Doug Jones rest at Alamo Square Park near the end of the "Errand Feasibility Study."

Conceptual artist Marc Horowitz tests a new/old way to run errands through the streets of San Francisco

By Dave Ford
CHRONICLE STAFF WRITER

Art is fun, art is cool, art can be made on a mule. So thinks San Francisco conceptual artist Marc Horowitz. At the moment, he is walking into the outdoor sporting goods store REI, in San Francisco's South of Market district, to return a camping stove stand.

Like many San Franciscans on this day, Horowitz is running errands. Unlike any of them, he is doing it riding a mule followed by a pack donkey. It is part of an art project he calls an "errand feasibility study." Horowitz wants to make errands fun — and, apparently, to mess with the corporate mind. He approaches a row of cashiers.

"Can you bring pets in here?" he asks. A cashier assents. "How 'bout a mule?" Horowitz says. The cashier shrugs. "Sure."

Horowitz heads outside, and then leads Audrey, a white, 800-pound Arabian mule, into the store. Pescadero rancher Doug Jones trails him leading a donkey named Hail. Jones owns both beasts and has leased

them to Horowitz to make his art statement today. Two guys with video cameras record the action.

Bewildered and amused store patrons stare as Horowitz stands in line. Presently, a man in a Hawaiian print shirt and black shorts approaches. His name is David, and he is a store manager. In a friendly tone he asks if Horowitz has cleared the project "through corporate." Horowitz, all gee-whiz innocence, says no, and David asks that he get approval for any video taken in the store.

"It's not every day we have a donkey coming through the store," David says. Still, he adds, the store is happy to be supportive: "It sounds like a pretty fun project."

"Yeah, no harm done," Horowitz says. "No worries," David replies, and the two men part amicably.

■ ■ ■

Horowitz is exactly the kind of performance artist you want to take home to Mom, if Mom happens to be insane. The first phase of his study, challenging the

Five reasons to run errands using a mule

1. Saves gas.
2. Chicks and dudes dig it.
3. Kids love you.
4. No speeding tickets.
5. You can call it art — and get away with it.

► MULES: Page F4

A novel way to do errands (and get attention)

► MULES
From Page F1

stereotype that errand-running is an isolating quotidian bore, found him doing errands with strangers he met on Craigslist. The second phase, on the mule, is meant to make errands delightful.

Horowitz, who is 27, doesn't limit art wit to the quadruped ass. Just this year he has eaten evening meals with strangers met on the Internet in Chicago, New York, Los Angeles and St. Simons Island, Ga.; offered Alamo Square Park passersby free coffee from a pot powered by 1,300 feet of extension cord from his apartment; worn a large plastic spaceman's helmet to try on turtlenecks in an upscale clothing store; and played Stuffed Animal Golf, which is exactly what it sounds like.

It's absurdist stuff, dada in the extreme. Like all tricksters, Horowitz exists to subvert status quo power paradigms. "It's process-oriented humor, experiential humor," he says, citing the comedian Andy Kaufman as a kind of spirit guide. (Another is San Francisco wag Mal Sharpe.) The humor veers from the kindly (let's do errands together!) to the mildly aggressive (hi, can I bring my mule into your store?), but never really attacks. "I can't make fun of people," Horowitz says. "I'm too busy making sure everyone is all right. It's this motherly thing in me."

■ ■ ■

A little past 9:30 a.m. on this sun-kissed late spring Saturday, Horowitz watches Jones maneuver his truck and horse trailer into a row of parking spaces outside the Western Addition flat Horowitz shares with three roommates. Jones is joined by his 11-year-old daughter, Addie. She sports a tie-dyed T-shirt and a single waist-length braid.

Jones, 44, is a stout man with a voice that sounds like a fat stick slapping a barn. A high-tech worker by day, he lives on his 40-acre KMSA Ranch in Pescadero with his wife, Paula, Addie and Addie's 8-year-old sister, Nicole. Jones owns three mules and two donkeys.

Audrey is 14, Hail, 9. Jones says a "good specimen" of donkey can live to 50, mules to 30. Both work into their 20s. A mule can carry about one-quarter of its body weight, Jones says.

Mules are hybrid animals, unlike donkeys, they cannot reproduce. Audrey is an Arab mule: her pop was a donkey, her momma an Arab steed. She looks like a horse, of course, of course. Hail got his name when he was born at midnight in a hailstorm.

Walking city streets is not easy on horseshoes such as Audrey's. "No way would we trot or gallop," Jones says. "It would shatter her foot."

■ ■ ■

Now, Jones ties the beasts to a nearby tree and there they stand, blandly watching the world, a curious sight even in the leafiest of urban neighborhoods. Cars slow. A man ambling past shakes his head, saying, "I knew my morning was going to be strange."



Shoppers do double-takes as Audrey the mule waits outside Trader Joe's for Marc Horowitz to continue with their errands.

A small group of Horowitz's friends sits on his stoop sipping coffee and kibitzing. Horowitz burns off nervous energy offering bagels, telling jokes. He is 6 foot 2 and hale, a former high school football player who also ran track. An unruly shock of light brown hair tops a face inset with bugish blue-green eyes. Rabbit front teeth lend a cartoonish quality to a mouth framed by full, sensual lips. His is a seemingly honest Midwesterner's face, perfect for running cons — or art projects upending assumptions.

Nearby, Jones outfits Audrey with a Western mountain-riding saddle. Hail gets a sawbuck-style pack saddle hung with two large canvas bags for toting goodies. Donning a green equestrian helmet not unlike a bicyclist's, Horowitz lifts himself atop Audrey, who shuffles skittishly before settling. "Whoa, dude," he tells her.

Soon the little party departs. Led by Jones, who holds a purple lead rope, Horowitz, on Audrey, is followed by Hail, led by Addie. Behind them, astride a Harley-Davidson Road King, is San Francisco police officer Paul

Schlofeldt, who will route traffic. At first he seems bemused by Horowitz's project. "I'm just going to try to help him get his mission accomplished and stay safe," Schlofeldt says, "whatever his mission is."

One of Horowitz's friends calls out, "Are you sure you don't just want to drive?" Everyone laughs. Then the sound fades away, replaced by the clippety-clop of hooves on McAllister Street, a decidedly odd noise in a city that prides itself on the odd.

■ ■ ■

Horowitz conceived of the mule idea

five years ago, while living in Los Gatos and commuting to a Mountain View technology company during the dot-com boom. "I was sitting in traffic one day and thought, 'I could do this faster on a mule,'" he says.

Thinking and doing are two different things. "He's very eccentric," Sean McDonald, a 31-year-old Belmont artist, says of Horowitz, whom he's known for a year. McDonald adds, "He takes things beyond the idea stage."

Horowitz began planning the project in December, and spent half a year navigating city bureaucracy to secure a permit (from, of all places, the Film and Video Commission), and a police officer.

Says McDonald, "He doesn't give up." Horowitz agrees: "That's the thing that sets me apart from people."

■ ■ ■

An ironically cool, classic rust-colored Oldsmobile Cutlass sidles up Steiner Street and idles at the stop sign at McAllister. Its passengers, two young women and a man, sit gape-jawed as Horowitz and his entourage pass. A block later, two young Mormon men in black suits walk past, unblinking; what must they be thinking about the sinning city they've been sent to save?

At the first stop, Majesty Cleaners, at Fell and Fillmore streets, Horowitz drops off dry cleaning. Shop owner Leona Zhao's 6-year-old son Roger gazes at Audrey and Hail through the front window. Asked if he'd run errands on a mule, Roger giggles, then shakes his head a resolute no.

En route again, and a man on a bright yellow motorcycle gives Horowitz a black-gloved, devil's horn "rock-on" hand sign. Inside the JHW Key Shop on Fillmore



Marc Horowitz keeps Hail the donkey close by as he returns an item at the REI Outdoors Store south of Market Street in San Francisco.

Street, the next stop, Trevor Burgess, a ruddy-faced man of 75, leans against the counter. "Anything could happen in this town," he says. "You could ride an elephant up the street. And it would have rights. That's the next thing — everyone has rights. It would probably vote Democrat."

"Are you a Democrat?" Horowitz asks. "Hell no," Burgess grouches.

"Oh, no, oh, no," Horowitz replies gently. Yet he engages Burgess in a political discussion by the end of which the pair has reached a sort of sociable consensus. Later, Horowitz will point out that, by doing errands on a mule, "I got to talk to a Republican today. I never would have had that chance."

Horowitz is getting keys copied for his mother, Karen Meyer, soon to visit from

Sacramento. "My mom is very eccentric," Horowitz muses. "She talks an awful lot. That's where I learned it. She'll talk to anyone. She'd talk to a pole." But, he adds, "She was cool. She let me do whatever the hell I wanted."

■ ■ ■

Horowitz was born in the summer of 1976 in Westerville, Ohio, then a town of about 17,000. Meyer was a schoolteacher, her then-husband, Burton Horowitz, a pharmacist. Early on, Marc showed the oddball humor that suggests a future as a conceptual artist or prison inmate.

His first press recognition came from the Westerville News when, at 9, he organized a break-dancing competition for senior citizens. As MC, he decked himself out in tight Izod tennis shorts, a grey tank top emblazoned "Breakin'" and a Michael Jackson white glove. At 10, he had his first business, Ghostbusters and Cleaning Service. "I was just dreaming up these asinine projects from an early age," he says.

The family moved around, winding up in Sacramento, but Horowitz left home at 15. "Home troubles," he says. He migrated to Chandler, Ind., where he lived with a friend's family and attended high school. His business acumen sharpened; using a fake ID, he bought beer to sell to fellow students. But Johnny Law caught on; cops chased Horowitz, who was drunk, in the parking lot of a school football game. "They tackled me face down in the street," he says. "It was a very bad moment in my life."

Eventually, he straightened up and entered Indiana University. He earned a degree in business marketing "because I wanted money. I didn't have it growing up." After traveling overseas, he landed in Silicon Valley, working at a graphics firm. Bored and restless, he earned a master of fine arts degree in photography at the San Francisco Art Institute, and has since lectured there and at Stanford.

In the past two years, he has participated in solo and group shows locally and in Los Angeles, Philadelphia and New York.

■ ■ ■

Scott Soares of Potrero Hill is finishing a croissant sandwich, sipping a beer and chatting with friends at a table outside the Squat and Gobble Café, on Fillmore Street, when Horowitz and company stop for coffee. Soares says he'd do errands on a mule "because I would attract attention, and it would be fun." Why attract attention? "Because," Soares says, smiling, "I'm in San Francisco."

Horowitz understands. He says he's moved 40 times in his life. Typical new-kid-in-school story, class clown division. "It was, 'How do I get attention?'" he says. When his kindergarten teacher left the classroom to take a phone call, Horowitz organized fellow students to hide and scare her when she returned. "She freaked out," he says. "I got in serious trouble. I thought, 'Aha, that's it, that's the ticket.'"

He next persuaded peers that aliens lived behind the school. "I had 600 students lined up, single file, at the fence, and I'm running up and down yelling, 'Now look for shiny metallic objects!' The teachers came out, and they were so f---ing mad."

No aliens presented themselves. "After that, my credibility was shot," Horowitz says. "I was The Weird Guy. There's the weird guy. I didn't have many friends."

■ ■ ■

If an art project falls in the city and there are no media to record it, does it make a sound (or, more important, garner

► MULES: next page

Taking the slow way through San Francisco

► MULES

From previous page

grants)? Horowitz's mule project won't settle the question. He is trailed by a newspaper reporter and photographer. Two videographers — San Franciscan Jason Bryan, 25, and Clark Caldwell, 28, of Oakland — record footage for Horowitz's Web site. A local TV news crew interviews Horowitz outside Squat and Gobble. He tells them that, from his high-up perch, it's clear from the smiles that people dig his idea. "When I go by a bus," he says, "all I see is teeth."

■ ■ ■

At Photoworks, on Market Street, Horowitz drops off film. "These are errands I've been meaning to do for a long, long time," he says. It's not as though he doesn't have transportation: He owns a 1993 Mazda B-3000 truck and a bicycle. It stands to reason that, in an Audrey-less world, they'd do just fine for errand running. Also, Audrey has no sound system.

Clip-clop, clip-clop, east on Market Street. The sun sears. Weariness sets in, not just in the quadrupeds. The sense arises that a project meant to make errands less tedious is becoming, alas, tedious.

■ ■ ■

A half hour later, at the South of Market Trader Joe's, Horowitz makes a food run for everyone. Outside, parents approach Audrey and Hail toting kids who appear alternately tickled and nonplussed. Michelle Hyde, shopping with her husband, Patrick, and their 17-month-old son Aiden, says, "I wish I had a mule, especially with the

For information

To learn more about artist Marc Horowitz and to see video footage of his mule-top errands, visit www.ineedstoptoon.com

price of gas." Mules: the new SUV?

Returning with a basketful of snack food, Horowitz counts his project a success so far. "No people have gotten stepped on," he muses.

■ ■ ■

Rainbow flags flap-flap and tree leaves hiss as wind whips down Market Street. At Ninth Street the troupe idles while Horowitz bink-bonks ATM buttons. Hail twitches. "He's getting bored," Jones says. Hail's not alone. It is midafternoon in the land of drooping spirits; eyes take on a faraway glaze.

The troupe straggles east on Grove Street. Horowitz says riding past Civic Center is "kind of poetic. It makes you wonder, what would it have been like 100, 150 years ago?"

People hail Horowitz from cars, as they've done all day. Those in Horowitz's group take it in stride. What started out as surprising for the little troupe has, nearly five hours later, become normal. In this sense, Horowitz's hope that the project would foster community is borne out.

"The work pulls people together," Horowitz says. "It doesn't set people aside, like a lot of comedy does. It's inclusive."

■ ■ ■

Just past Gough Street, the same guy from the morning, riding the bright yellow motorcycle, zooms past. He gives Horowitz another devil's horn sign. Symmetry.

A few minutes later, Audrey and Hail munch grass at a low wall bordering the eastern edge of Alamo Square Park. "I should charge the city a mowing fee," Horowitz jokes.

Ten minutes after that, the group finishes where it started. Later, Horowitz says, "When I was done I was like, whoa, it happened."

■ ■ ■

Horowitz boils with ideas. "I've got this nervous energy all the time," he says. "I'm constantly doing something. My mind is constantly working." He fills a notebook a month. "It's like a personal factory," he says.

Future projects may include taking a cab from here to New York, which he estimates will cost between \$5,000 and \$10,000. "I'll call a cab, have a wad of cash and say, 'Take me to Manhattan,'" he says. Other possibilities include encasing a 1969 Camaro SS in Lucite, living in a modular home being transported to the East Coast and running a full marathon in his apartment hallway.

None of that makes it easy to nurture the relationship with his girlfriend of four months. "The projects demand so much energy," he says. Plus, he adds with a laugh, "If I didn't have the projects I would have a down payment to put on a house, and stronger relationships in general."

Still, the attention-seeking trickster pulls him. "I'm an adult doing these projects that I would have done when I was 6 years old if I'd had the resources," he says.

E-mail Dave Ford at dford@sichronicle.com.



MICHAEL MACOS / The Chronicle

Vigdis Asumdson (left to right), Rijn Sahakian and Lora Martens of San Francisco eat breakfast on Fillmore Street as Marc Horowitz rides by on Audrey, with Doug Jones leading them.

Q&A BY CAROLYN KRISS

Marc Horowitz: The Conceptualist

Marc Horowitz, a conceptual artist, is currently touring the country on his National Dinner Tour, a project he conceived in an attempt to bring communities together by sharing meals. During a recent visit to campus, he spoke with the Magazine's Carolyn Kriss about art, secret societies and the importance of craziness.

You have lots of meals as part of the National Dinner Tour. Does the food you eat usually match the personalities of the people you have dinner with?

We usually cook dinner together. So, when I had dinner with third-generation migrant farmers it was all made from scratch: chicken verde and tamales. And when I had dinner with the family with a dogsled team in San Francisco, it was crazy. They had five huskies in that house, two kids, the woman is a stylist, and her husband is an ex-rocket scientist, and they ate like they were busy. They ate like a rocket scientist would, I think. Chili and cornbread and cake that was leftover, and soda. So, that made sense. Al Sharp, the comedian, ordered Chinese. His wife is gone, and he doesn't know how to cook. So, he ordered Chinese, kind of bachelor style. I can't cook. That's another thing. I can't cook anything, except for macaroni and cheese.

So what made you decide to do a National Dinner Tour?

Well, the meals are very secondary, even tertiary to the whole process. It's about the conversation. Dinner is sort of an entry point into a discussion about the community, which I get to know better when I shadow the people I have meals with for two or three days. Most of us have dinner. It's a simple concept.

If you could build a museum, what would it look like and what would be in it?

I think I would like to reinvent the strip mall. I'd go to people's homes in the community, and make a copy of something dear to them and have them record a little narrative about that object. I'd then put the objects on a pedestal at the strip mall near a bench and install a speaker button, so people could listen to stories about the pieces. You could get to know the community of the strip mall. The strip mall is such a commercial environment, and I think having benches with people's stuff rotating through would help draw attention away from that consumer experience and get them to know one another.

How do you see secret society tap night as being different from the more "Candid Camera" aspects of your conceptual art? I'm thinking, in particular, of a clip on your Web site in which you go into a Banana Republic with a spaceman helmet on and attempt to try on turtle necks. I can easily see somebody in a spaceman uniform walking around as an initiation activity.

Well, there's a difference in intent between what I do and the secret society initiation activities. When I walked into Banana Republic with a spaceman helmet on, it was a commentary on the art world. There's not a really strong intellectual decision on



COURTESY MARC HOROWITZ

choices of initiation activities with the secret societies. And they don't document them either.

Right, that would be bad.

But I got some really bizarre pictures of last night.

Oh?

I made a little sculpture in a secret society meeting place. I somehow got in there and stacked all their cushions up.

Wait, you went into one of the tombs?

No ... sort of.

Do you know which one it was?

Uh, no. I really have no idea. I can show you the picture, though I'll be killed if they ever found this out. [Scrolls through digital pictures of waffles with "Y"s imprinted on them and images of blindfolded girls Marc convinced to construct a human pyramid by telling them he was a reporter for the Yale Daily News. He eventually arrives at the society pictures.] Yeah, so I just stacked the cushions up in the middle. I went in there with a couple people whose names I don't even know, and that's it.

What do you think of the secret society community?

To me, there's no sharing there. Their community is their own, and they don't wish to share it with anyone else. It's tombs. It's dead.

How would you characterize the Yale community?

From an outsider's point of view, this is very privileged space to be in, but I have a very different opinion of Yale after being here. I really liked the human Monopoly game that was going on.

Yeah, that was the Pundits.

Yeah, I like the Pundits. I think they're great. When you get people from all over the world who are the top in academics and put them in one place, you know, crazy shit is going to happen, and it definitely is happening. And I think it's great. ■

To celebrate the next stage in Dazed Digital's evolution, we rolled up our sleeves and plunged into the murky depths of the interpipe, sifting through the dregs of self-obsessed bloggery, blinking GIFs and miasma of MySpace messages, to uncover the 50 individuals and groups behind the most exciting creative endeavours online today.



THE DAZED DIGITAL 50



MARC HOROWITZ >>>WEB CHAT<<<

SOCIAL RESEARCH BLOG

Marc Horowitz has decided to swim against the tide of crap that is modern life. On his site ineedtostopsoon.com he sets himself missions in the name of social research, like getting his mum a date or travelling across America to see what it's like to dine with a nation of strangers. When he's not busy doing that, he posts up blogs that stick a long probe into the butt of humanity – inventing a cure for soapy shower snot, how to exact the perfect revenge against a loud motorbike, and the best way to win the Hickory Farms Beefstake Sweepstake, 23 years after it's taken place.

WWW.INEEDTOSTOPSOON.COM

MARC HOROWITZ

Self-proclaimed genius with ideas to spare, p10

MARTIN STIKSEL

Co-founder of Last.fm, p11

THREADLESS

Democratic design to the furthest reaches, p13

BLOGS CONT.

I Invented the Internet



Still from "I Invented the Internet" by Marc Horowitz

>>>WEB CHAT<<<

MARC HOROWITZ
SELF-PROCLAIMED GENIUS WITH
IDEAS TO SPARE

How has ineedtostopsoon.com changed your life for the better?

It's very cathartic and serves as a diary. Research is a big part of my day. Some of it's pretty useless I admit, like discovering what type of fuse stays lit underneath. Then I'll find out if John DeLorean really did stuff the doors of the DMC-12 with coke. But more importantly, the site's been great exposure for me.

And for the worse?

I spend lots of time at my laptop and it overheats and makes my palms and fingers sweat, and then they get all pruney and it's kind of a turn-off. If I didn't jog daily, I would probably also have horrible 'internet butt'.

What did you learn from dining with strangers?

Forget what I learned – talk to strangers. That was, by far, my favourite project.

How many hits do you get?

Normally, between 10 and 15k daily. It's slightly less on the weekends when people aren't at work, which leads me to believe I'm generally bookmarked under 'Waste of Company Time'.

Is being popular important to you?

Totally. I'm an only child. For those of you that don't know, 'only children' usually like to be the centre of attention, call my Mum, she'll tell you.

When did this become a job instead of a hobby? Or has it?

I love the word hobby! It reminds me of hobnabbing, which is just as exciting. Can I say my site is a hobjobby?

What do you think of celeb bloggers? I don't look at many celebrity blogs because they mostly bore me, but I

like David Byrne's journal and David Lynch's daily report. I stay away from David Blaine's blog though, he falls in the zit category.

You love ideas. Give us a free one.

Have a mudpersn host a talk show. When the season is done, hose down the mudpersn and either have nothing behind the mudpersn (he disintegrates) or have P.M. Daze surface (Prince & sitting on top of Jarrett's shoulders).

How do you see the net transforming over the next decade?

We will wear an eye patch like in Spies Like Us, but rather than having all the test answers on the inside, we'll have the internet right there. So we'll all look like a bunch of pirates. Or maybe Rupert Murdoch will buy it (the internet). Maybe both.

What are your favourite websites?

I look at nastynets.com, beingboing.net, fark.com, superdeluxe.com.

THE DAZED
DIGITAL 50
SWITCH ON, TUNE IN,
FREAK OUT...
to our best of the web