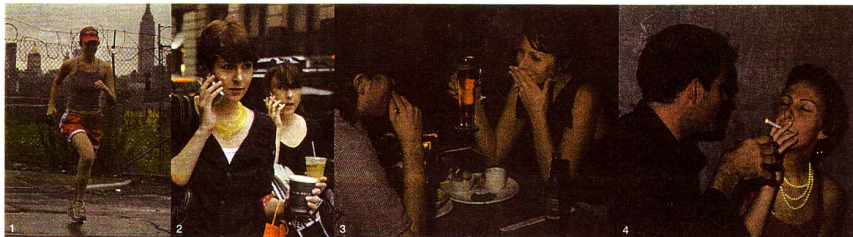


# SOMA

THE ACTIVISM ISSUE



Project #019 Chase me. Laura, the novelist, was followed and photographed for a week by Photographer Adam Haevy. 1. Jogging in the morning 2. Shopping in SOHO 3. 1st date scene from Williamsburg 4. 2nd date scene from Williamsburg

## WITH.

When budding novelist Laura Schooling reckoned that a bit of cleverly generated hype could go a long way to ramping up her writing career, she turned to UK-based conceptualists With. (withyou.co.uk). They proceeded to create a buzz around her that is perhaps best exemplified by the very fact that you are reading about her here. The idea behind With. was to create a series of "products," available for purchase, which offer quick-fix, metaphysical solutions to your need for assistance in the areas of personal growth and character development. Have you led a banal existence? Order "traumaformer", and they'll construct a new past for you, replete with unithomably traumatizing experiences. Did your

brilliant new kitchen invention turn out to be something your mom just bought from the Williams-Sonoma catalog? The "knowidea" option will provide you with falsified documents insisting that you actually had the idea first. Of course, this all plays perfectly into this age of rampant self-doubt brought on by an accelerating work/success zeitgeist, the unstoppable ascent of the pitiful self-help culture, and the ever more ominous creep of hollow consumerism. Years of therapy or trying painfully hard to be interesting can be skirted with just one call to With. And you must admit, after all, that being yourself has gotten you nowhere.

*Ken Scrudato*

14 SOMA

GETTING IN DAVID O. RUSSELL'S HEAD  
NICK CAVE'S A GOOD SEED  
KIDNAPPED IN COLOMBIA



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MUSIC ON SPEED STATEMENT ROCK  
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