The Commands of the Sadistic Capitalist

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

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

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

Documentation
poses & expressions are provocative
dominating scornful hard dominant
defiant animal-like
dominating violent enslaving

Sadistic Capitalist
SadisticCommand

@SadisticCommand

3:38 pm - 25 Apr 2017
3 likes

Sadistic Capitalist
SadisticCommand - May 29

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

Dior
Sadistic Capitalist @SadisticCommand · May 19
DRENCH YOUR BODY IN NATURE #palmers #coconutoilformula #raw #organic #luxurious #decadent #rich #freefromchemicals #natural #nature #naturey

Sadistic Capitalist @SadisticCommand · May 22
...will it not be decided that it is preferable to abandon oneself to the tide rather than to resist it? ... 3/5
Sadistic Capitalist @SadisticCommand · May 24
It is only by way of pain one arrives at pleasure.

Sadistic Capitalist @SadisticCommand · May 28
Warriors don’t cry over split skin. #Nike #Nikejustdoit #warrior #pain #shownoemotion #noemotion #takepain #realmendontcry #manup
Sadistic Capitalist @SadisticCommand · May 31
...that you be enabled to heed naught but our desires; ...7/11

Living for likes?
Do you spend more time on social media than talking face-to-face? Do you give yourself time to do nothing?
British writer Julia Hobshawn found herself hurrying towards burnout, taking a long, hard look at her social life rather than what was rapidly turning into social-media life — and decided it was time to go on a tech diet. Here she explains how to stay connected but cut out the noise.

Sadistic Capitalist @SadisticCommand · May 31
Free yourself. Its time to free your potential. #nike #nikefree #freetorun #freetoconsume #consumptionisfreedom #exerciseisfreedom
Sadistic Capitalist @SadisticCommand · May 31

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

Need to lose a little weight before your wedding?