



**CITY LIGHTS  
BOOKSTORE**  
PRESENTS

## PARADISE OBSCURA

This year marks the 50th anniversary of the publication of Jack Kerouac's *On The Road*. To celebrate, media artist xtine has made an edition of fifty hand-made, letterpress printed, paper shopping bags to be distributed to shoppers at City Lights Bookstore on what would be Kerouac's 85th birthday: March 12, 2007.

The shopping bags are conceptual renderings of *On The Road*. A hybrid visual-literary public arts event will place xtine's art in the hands of unassuming shoppers. This project, in its design and public execution, addresses themes of voyeurism and anti-consumerism, common to Kerouac's novel. The bags are made of kraft paper and feature a peephole on the front of the bag. A quote from *On The Road* is cut in two pieces, half displayed on the back of the bag and half appears inside the peephole. The bag reads, "I sat there with these two madmen...Nothing happened." (Kerouac, page 177)

In the North Beach neighborhood of San Francisco, where nearly everything has happened in the last fifty years, these bags are designed to traverse the city in the hands of shoppers who will sit on public seats and benches with all of the mad people in Kerouac's future-Frisco.



Other viral media projects authored by xtine include [www.delocator.net](http://www.delocator.net) (San Francisco, April 1, 2005), [www.mailavirus.net](http://www.mailavirus.net) (May 2005) and [www.dosomethingmoreamazing.com](http://www.dosomethingmoreamazing.com) (November 2006). More information is available on her web site at [www.missconceptions.net](http://www.missconceptions.net). email: [xtine@missconceptions.net](mailto:xtine@missconceptions.net)

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The first 50 shoppers will receive a bag with any purchase at **City Lights Bookstore**, 261 Columbus Avenue (at Broadway) in the North Beach neighborhood, San Francisco, on Monday, **March 12, 2007**. Project hours: 2:30 - midnight.