

THE REALLY IMPOSSIBLE™ BURGER



* 100% NATURAL CELLULOSE**

** RECYCLED BALSAM WOOD



dress warm

January 2020

Oakland Museum of California

Special Edition

EXHIBITION

-ISM

Balsa Man's favorite alternative newspaper

Your Ennui Is Ruining Balsa Man

People have been

malderor's last word

talking about how Balsa Man was “better last year” since the dawn of the event. But I noticed a certain **listlessness** taking over the tiny artists in 2012. Balsa Man can be many things to many people; a little party on a concrete slab, a **modest** artistic awakening, or a vehicle for subtle personal transformation.

The fact Balsa Man allows one to be anything they imagine may have unexpected **side effects**. Lack of direction can lend itself to melancholy. *“Too much freedom can lead to the soul's decay,”* as Prince said. A few of the participants I talked to in 2012 reported feelings of apathy about their artistic futures.

“We need to make \$\$\$ from our work,” said notoriously avaricious camp The Minnow Guys, who **charged** spectators minor sums for a daily meal of sardines and crackers. *“I'm not sure why we do this for such pennies,”* said their spokesman, Petty Officer Jim. *“I am just so weary. Weary to my **bones**.”*

*“What's the **point**?”* asked miniature-zoetrope creator Pierre “Hetso” Hetson, whose 2011 piece “Minos” retold little-known stories from Greek mythology. He gazed out into the middle-distance, sucked on his Gaolises, and shrugged at the **minuteness** of it all. *“I don't know, maybe we can get into a museum or something.”*

There is a solution to this lassitude. Artists need to remember what initially set off the **tiny spark** of inspiration within each of them. What was it that drove them to the chilly shores of Baker Beach so many years ago and what brings them now to this big slab of concrete in the East Bay? How did this unique event inspire them to forge their own diminutive artwork? We **need** to keep fanning those embers of inspiration, or Balsa Man will end not with a whimper, but a shrug.



isms

by NILOC NOIR

In 2015, the Merriam-Webster Dictionary declared “ism” to be the Word of the Year. **Who** the **█** elected these lexicographer fascists to tell us what **█** words are king? I'll admit they have a point. **Everyone** these days seems to be all atwitter about isms — capitalism, fascism, socialism, racism... all those **notsofun-isms**. But ya know the one “ism” that no one is talking about, but really rules 2020... Exhibitionism. **Not** the **█** kind. The **other** meaning. The #2 meaning in that grand dame Merriam-Webster Dictionary: *“the act or practice of behaving so as to attract attention to oneself.”*

What does this have to do with Balsa Man you ask? Well this “attention seeking” exhibitionism is a **plague** in the social media fueled 21st century and Balsa Man has caught the **bug!**

You see the first Balsa Man was **mostly** word of mouth. It didn't have a **█** social media account. At **best** it appeared on a couple small websites like Laughing Squid. After that first year, the BalsaOrg launched a **█** website and it just went **downhill** from there. Now in 2020, pictures of the Balsa Man appear on Tweeter, Microgram, Facepage, all over the **█** place!

There are photos of the Balsa Man weightlifting, watering flowers, taking selfies, and doing all sorts of **█** **self-aggrandizing** bull **█** for the Likes! Balsa Man 2020 is of course being publicly promoted at the museum where it's being held. I mean **kudos** to making it big and all but I really miss the days when Balsa Man was small!



Don't Call It a Comeback

With creaking wooden joints, Balsa Man is back, stumbling out of whatever dusty storage unit he's been rotting in. When Balsa Man Founder Colin Fahrion bid farewell to the project back in 2013, it seemed like he finally did something I could agree with.

Disbanding the bureaucratic cluster BalsaOrg and letting Balsa Man succumb to the winds of fate was the right decision.

But like a stubborn STI that can't be fixed with penicillin, here he is again, just like you remembered, still trying to sell his flimsy balsa soul for 15 milliseconds of fame.

But what I really want to know is, whose did he get to get Balsa Man at a museum of all places? Of course, I'm sure all "the right people" will be there, gawking at what little tiny art is on display. Whatever happened to "No Spectators?" You can't even burn the Balsa Man at the museum, nor will other artists be able to burn their art either! No fire and it's fucking cold in the middle of January — so you better Dress Warm!

Still, as much I dislike everything about Balsa Man 2020, I have to admit, I can't stay away. I left a sliver of my heart at Balsa Man when it stopped happening. Which is why I agreed to write for Dress Warm this one last time! If you do see me there, I'll be freezing my off in a Dress Warm-branded hoodie, warming my hands on the fading embers of the Balsa Man founder's creative integrity (and probably taking a selfie for my IG feed, to milk whatever social currency this stupid little party even has left in it).



adrian's rant

tiny rumors

- » The museum is a ruse. The real Balsa Man event is happening right now on Baker Beach!
- » The Balsa Man isn't all balsa wood. They cheat and use basswood for the legs and spine.
- » Micro social networks are the next cool thing. We hear Tribe.net is coming back!
- » The BalsaOrg isn't burning the Balsa Man as they have plans to make a little cash by turning him into a popup selfie museum
- » The Balsa Man founder spent the last 5 years wearing wigs, and weightlifting.
- » The Smithsonian will be doing a Balsa Man retrospective in 2021

hegemonia HEGEMONIA SCHOOL OF THE ARTS

Went to Balsa Man? Think you're an artist now?

NOT SO FAST!
The gift economy won't pay your rent and spending weekends working for free devalues the work of real pro artists who need that cash.

BORROW \$\$\$\$ and GIVE IT TO US!
We will teach you how to create lazy cynical marketable art so you can GET PAID* instead of volunteering all of your creativity to be into the faceless aggregate of an insular party culture!

* maybe

REGISTER NOW!



community message board

Yo! I'm at Baker Beach looking for Balsa Man. Where y'all at? PING ME! *tribe.net: @dazed420*

Free Balsa Wood after the event! Serious inquiries only! *info@balsaman.org*

Lost: One Penny Reward \$\$\$\$!!! No questions asked!!!!

A Guide to Making Acceptable Art

Now with Balsa Man in the hallowed entryway of a museum, a higher caliber of art is required than it's middling past. Also this is 2020 so you need to both play to the whims of the meme hungry masses and self-censor your art so as not to be banned by the puritan social media overseers. We hope this handy guide will help your emergence as an artist of note at Balsa Man 2020!

Out



Fire and ephemerality

A disadvantage of hosting Balsa Man at the museum is that we can't burn the art as a metaphor for life.



Theme camp mini-bars

It all has to be above board now. You know how hard it is to get a liquor license in this town?

In



Impermanence of the 'grams

Just take a pic of your art and post it. It'll vanish from people's feeds faster than they can hit the Like button.



Self care stations

It's January, prime cold virus season, so serve up some wellness formula, echinacea, and hand sanitizer!

Out



Topless Barbie dolls

While Barbie dolls are devoid of nipples, you can never be too careful of the puritan shadowban hammer.



Gifting food

Again this is an above board event so you can't even gift food to people without a written permit.

In



Baby Yoda

Who doesn't love baby Yoda! It's sure to get tons of Likes! At least until you get a cease and desist from Disney.



Food as art

If you brought food to gift and don't have a permit, there's no need to throw it away. You can use it as art!

haiku

Winty museum
A tiny artist shivers
Taking a selfie

Diminutive art
Xacto blades and balsa wood
Fingers glued together

Balsa Man stands proud
No fire permitted here
Not sure how it ends