

WE ARE NOT RESPONSIBLE

For equipment failure,
threatened terrorist act(s), terrorist act(s),
air raid(s), blackout(s),
act(s) of public enemy, earthquake(s),
war(s) (declared or undeclared),
fire(s), flood(s), epidemic(s), explosion(s),
unusually severe weather,
hurricane(s), embargo(s),
labor dispute(s) or strike(s)
(whether legal or illegal),
labor or material shortage(s),
transportation interruption(s) of any kind,
work slow-down(s), civil disturbance(s),
insurrection(s), riot(s),
or any other similar or dissimilar cause(s)
beyond our control.

WE ARE RESPONSIBLE

'The struggle of man against power is the struggle of memory against forgetting'

In his novel, *The Book of Laughter and Forgetting*, Milan Kundera explored how people tolerate suffering over which they have no control. Kundera was remembering his homeland of Czechoslovakia under Soviet control, but we might re-imagine his warning in a contemporary landscape, poisoned by corporate greed and scarred by the unchecked influence of capital.

Evil often happens with quiet official approval.

Through a variety of means, Industry of the Ordinary have reused a standard, boiler-plate corporate disclaimer, presented in various forms, including aerial banners, printed paper bags, Xeroxes, printed banners and letterpress prints.

In this particular iteration of an ongoing project that incorporates an amended standard corporate disclaimer, Industry of the Ordinary have purchased second-hand bibles from which to make paper. On this idiosyncratic surface, employing wine-infused, blood-red ink, they have imposed the adapted text.