



# Yomango

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**Arte Útil archive nr:**  
128

**Initiator:**  
Yomango

**Location:**  
Spain

**Category:**  
politics, economy

**Users:**  
Citizens

**Maintained by:**  
Yomango

**Duration:**  
2002 - ongoing

**Description:**

In Spanish slang, "yo mango" means "I steal." The project represents a sort of "shoplifting movement" that originated in Barcelona, as a parody of the wildly popular MANGO clothing line, to promote direct action against global brands.

**Goals:**

To promote "ethical shoplifting," returning to the people what the transnationals have stolen (labor, time, ideas, lives). To appropriate the idea of "branding" in order to celebrate anti-consumerist lifestyle and direct action.

**Beneficial Outcomes:**

Franchises of the movement have recently sprung up in countries including Argentina, Chile, Mexico and Germany, transforming hidden non-cooperation with consumerism into direct anti-capitalist action.

**Images:**

