



Yomango

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Arte Útil archive nr:
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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:

