

HALLDOR GISLASON
THOUGHTS / ARCHITECTURE AND MORE

DORI RECOMMENDS

02.03.2008 - WRITER
SEAN MCMANUS
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NORTHERN COMFORT ZONE!

04. JANÚAR 2006 - 12:42



An adbusting magazine is published in Norway (and probably Sweden) named: VRENG/SALD. This is at least what I guess from the rather confusing graphics, the paper being two magazines, split in the middle, where you have to turn it over. Namely two covers on the same magazine: 'HOW POLITICALLY NEUTRAL CAN YOU GET?' Not even allowing a backside to a magazine!

The paper is published by: [Adbusters/Hausmania in Oslo](http://www.adbusters.no) (www.adbusters.no) and (I guess) [Adbusters in Sveden](http://www.adbusters.se) (www.adbusters.se). It is supported by the Norsk Kulturråd (The Norwegian Culture Council), so there is definitely government support there.

I must recommend the magazine because it is such an eye-opener. It maintains that it is made by a collection of: 'young and old thinkers, activists, anarchists, freedom lovers, eco-workers, dreamers, visionaries, culture jammers, slackers, workers, academics, feminists, internationalists, designers, professors, peace-activists, teachers, artists' (their accounting). It must be sooo difficult to be one of those in the comfort zone of the social Nordic countries. The writers in the magazine try to be angry while resting in the pampered life of the north. There are tales of cultural tourism to the 3rd world, telling of support for 'fair trade' traveling around Asia, to USA and over Africa. The people supported have probably never seen a plane ticket in their life, have no income to support themselves and we in the North feel so much for them. We take our travels around their domains to feel good about how we support them and then come back home and forget them. Maybe apart from flashing out some magazine articles (to pay for the trip, maybe even on a government sponsorship?) where the main text is filled with: 'I am in an aero-plane going to meet...' 'me looking over this thinks.....' 'I and my local

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friend'

To me this is not activism, but hypocritical living, reminding me of the Victorian era in England where people were proper. Feeling for their own Empire, while beating their own children, hiding all kinds of sexual perversions behind closed doors, slaving imported people from the colonies to do all the dirty work. The Scandinavian society has to look at its own zone and start thinking about how we treat our own people. Who are for example supporting sexual tourism to the third world other than affluent Scandinavians amongst others? Running slave factories in Asian countries such as China, making phones, useless furniture that will fall apart or out of fashion in three years.

Artists and activists in Scandinavia have become used to wait for sponsorship from governments, companies, TV-companies, co-operations for their acts. Then 'do their own thing' as they have been taught by their socially aware, sofa communist parents. The idea of the individual expression in Scandinavia is embedded in the 'behaving' methodology of society. Young people are not angry, they are too comfortable and they have no one to be angry to since their parents agree with them on most social issues. They are living in comfort states that their parents created in the late sixties, living out their hippy ideologies.

But there is a very large lid on Scandinavia:

- a) The immigrant problem is not tackled in a positive manner. New citizens are welcomed if they work, because workforce is needed for the dirty work so that the economy can keep running. Immigration policies boast about how difficult it is to get into the countries.
- b) The Scandinavian countries claim to be doing well in terms of green house gasses, while they actually produce lots of oil and materials, but the pollution happens in other parts of the world where the Scandinavians are major stakeholders.
- c) The Scandinavian countries have been supporting Western imperialism of global corporations, while showing programs about their small peace-keeping forces in Afganistan and other countries that they supported invasions into.

We have to hope that the world does not find out our hypocritical being before we can ourselves get our act together and do something.

My feeling is that Scandinavian individualism is about 'the right to do your own thing and the state should support it!'. But, with the right comes responsibility. Not just right. People have to take part in the game and not play 'time out' when it comes to difficult tasks. When Scandinavian people have this right, they do not use it for any proper action, but rather try to imitate others that are much more hungry, either physically or culturally. Trying to be 'as cool as' the New Yorkers, the Londoners, the Tokyoers, the Parisien or trying to be 'as good as' the 'Sans Frontiers' groups or 'Fair Trade' people. The state supports this 'as good as' philosophy, because then we all feel we are working for the good of all. Probably Scandinavia has become a mild case of what the Soviet Union aspired to become. But that takes hunger, action, anger out of the people and we become complacent. Me included!

What are we to do?

Sorry to sound almost right wing, supporting some kind of Darwinism for creative societies, but there must be a way to sustain hunger while still not suffering from malnourishment both physical and cultural.

USER COMMENTS AND FEEDBACK

No comments posted.

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