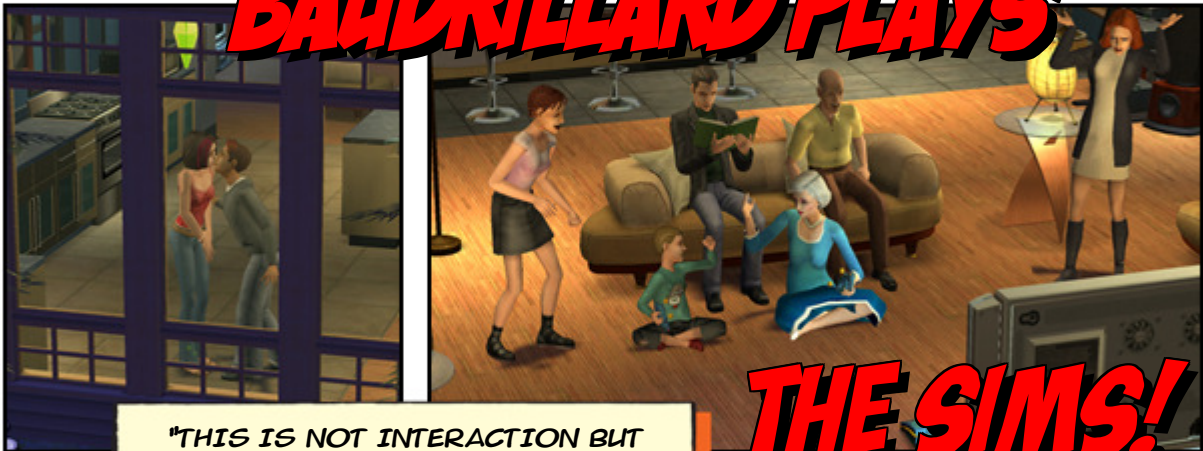




BAUDRILLARD PLAYS



THE SIMS!

"THIS IS NOT INTERACTION BUT RATHER THE FORCED INTEGRATION OF THE SYSTEM OF NEEDS WITHIN THE SYSTEM OF PRODUCTS,"





"WHAT IS CONSUMED "IS NOT THE OBJECT ITSELF, BUT THE SYSTEM OF OBJECTS, 'THE IDEA OF A RELATION' THAT IS ACTUALLY 'NO LONGER LIVED, BUT ABOLISHED, ABSTRACTED,

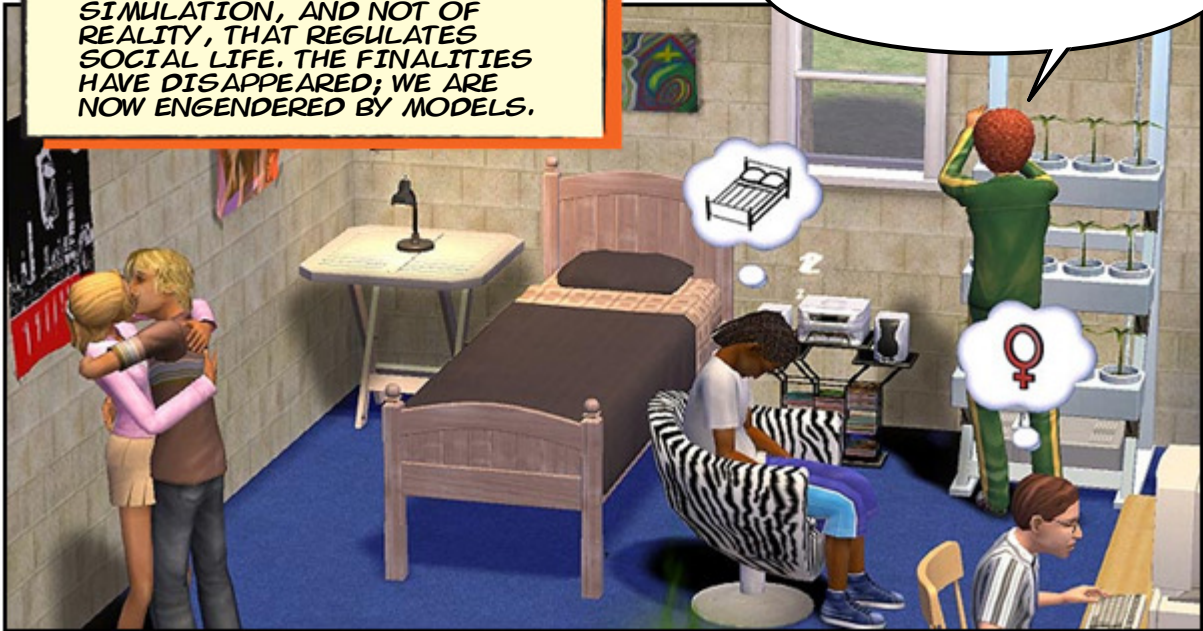
CONSUMED' BY THE SIGNIFYING SYSTEM ITSELF ... AS WE 'CONSUME' THE CODE, IN EFFECT, WE 'REPRODUCE' THE SYSTEM,"

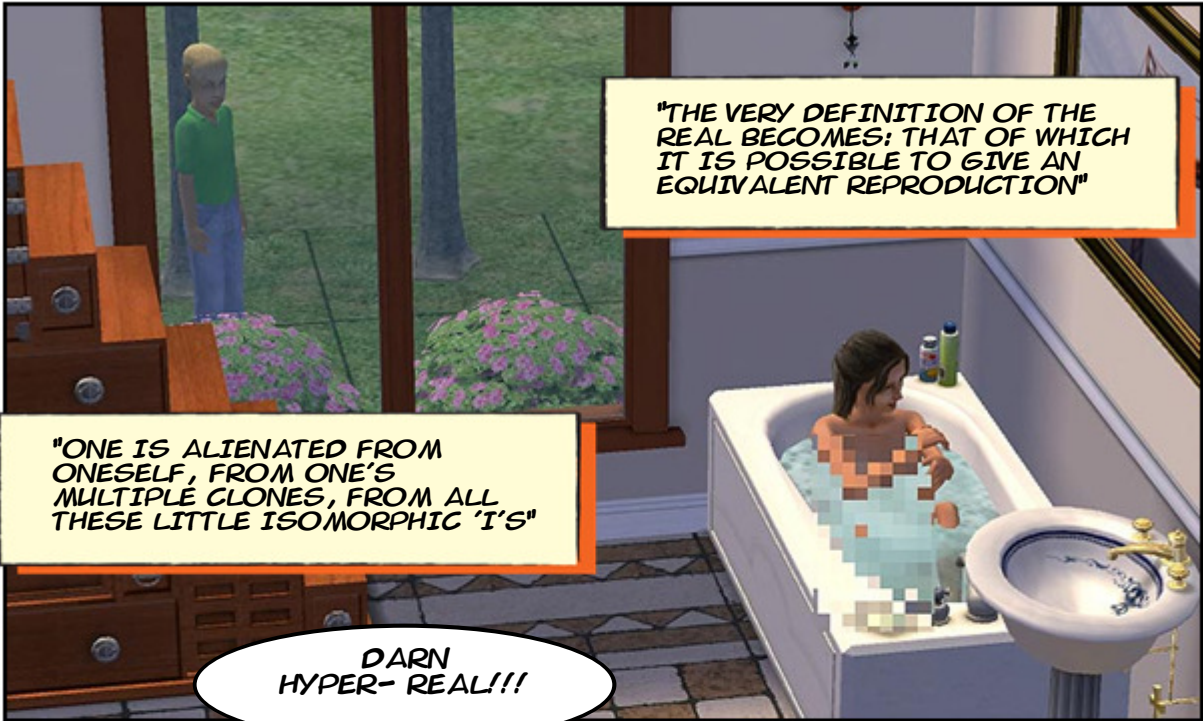
"THERE ARE ONLY NEEDS BECAUSE THE SYSTEM NEEDS THEM"



IT IS NOW A PRINCIPLE OF SIMULATION, AND NOT OF REALITY, THAT REGULATES SOCIAL LIFE. THE FINALITIES HAVE DISAPPEARED; WE ARE NOW ENGENERED BY MODELS.

"IT'S HE FETISHISM OF THE LOST OBJECT"





"THE VERY DEFINITION OF THE REAL BECOMES; THAT OF WHICH IT IS POSSIBLE TO GIVE AN EQUIVALENT REPRODUCTION"

"ONE IS ALIENATED FROM ONESELF, FROM ONE'S MULTIPLE CLONES, FROM ALL THESE LITTLE ISOMORPHIC 'I'S"

DARN HYPER- REAL!!!



"THERE IS NO LONGER SUCH A THING AS IDEOLOGY; THERE ARE ONLY SIMULACRA"

QUOTES FROM

"WHAT ARE YOU DOING AFTER THE ORGY?"
ARTFORUM (OCTOBER 1983) 42-6.

LE SYSTÈME DES OBJETS (PARIS:
GALLIMARD, 1968); PP. 255-83
TRANS. AS "THE SYSTEM OF OBJECTS"
BY JACQUES MOURRAIN, IN MARK
POSTER, ED., *JEAN BAUDRILLARD:
SELECTED WRITINGS* (ST ANFORD:
1988) 10-29.

*LA SOCIÉTÉ DE CONSOMMATION: SES
MYTHES, SES STRUCTURES* (PARIS:
GALLIMARD, 1970); PP. 17-26 TRANS. AS
"CONSUMER SOCIETY," IN POSTER, 29-57
[CS]; PP. 174-85 TRANS. PAUL FOSS AS
"POP--AN ART OF CONSUMPTION," PAUL
TAYLOR, ED., *POST-POP ART* (CAMBRIDGE:
MIT, 1989) 33-44.

*FOR A CRITIQUE OF THE POLITICAL ECONOMY
OF THE SIGN* (ST. LOUIS: TELOS, 1972, 1981)
TRANS. CHARLES LEVIN.

SCREENSHOTS FROM

THE SIMS 2 (EA, 2005)
AND VARIOUS ADD-ONS