



Tickling The Funny Bone

+rosebud Magazine challenges contributors to lighten up

By C. Bernstein and B. Woodward

NUREMBERG/VIENNA: “Don’t tell my mother that I work in an advertising agency. She thinks I play the piano in a whorehouse.” This infamous quote from French creative director Jacques Sequela represents something almost unheard of in the advertising and design business: a decisive sense of self-deprecation.

Of course, advertising in general is rarely a dreary subject—in fact, a humorous element here or there is often considered a welcome stylistic device in consumer communications. Yet the people behind the laughs tend to take themselves and their profession extremely seriously.

Nonetheless, there are signs that the trend is changing. It wouldn’t be the first time that the so-called “applied arts” follow in the footsteps of pioneering movements such as Dada, Fluxus, conceptual art and the like.

“Privately, insiders have been whispering for quite some time that humor will be THE next big thing in design,” the editors of +rosebud magazine explain.

“We’re going to find out if there is anything to that.” The creative team behind the internationally award-winning magazine has decided to dedicate the upcoming issue of +rosebud exclusively to any and all senses of humor.

“To regain our balance after the experience of making IDEAL, the last issue of +rosebud, we seriously needed to lighten up,” the editors explain. The decision to explore the various facets of humor came naturally as a result. “Especially when the going gets tough, the only way to deal with life is by simply not taking it seriously.”

But the magazine’s editors aren’t interested in just plain old fun alone. It wouldn’t be +rosebud if they weren’t also searching for deeper meaning in these shallow waters.

Humor shares its ambivalence, its ability to shift between the utopian and the destructive as well as its refusal of absolute values with many of those twentieth-century movements that continue to exert an influence on society today.



“Humour will be THE next big thing in design.”

“As always, we trust our contributors to find insightful answers to these questions and to shed light even on the darker sides of this relatively vast subject,” one editor comments.

Interested contributors are invited to get in touch and send proposals, ideas, concepts, sub-

missions and—of course—jokes to ask@rosebudmagazine.com not later than September 30, 2008.

The results will be published in spring 2009, coinciding with +rosebud’s 10th anniversary. Then we’ll see if +rosebud no.7 turns out to be Very Funny—or nothing but a big joke.

President Bush announces 9-month plan to steal favorite desk lamp

WASHINGTON: With his term in office coming to an end in less than a year, President Bush just announced that he will be implementing an initiative that will have as-yet-unknown implications for his successors: the stealing of a coveted \$27 desk lamp from the East Room of the White House.

“Securing this lamp for my den in Crawford has long been a goal of my presidency,” Bush said of the plan, which at present consists of the president making sure no one is in the room before cramming the lamp under his shirt and hurriedly boarding a helicopter that will be waiting in the Rose Garden. “In order to facilitate this imperative, historic measure, I have created a new cabinet-level position whose primary responsibilities will be to act as a lookout and create any necessary diversions needed to ensure the swiping of the lamp.”

Bush’s lamp-stealing plan will reportedly cost taxpayers \$3.75 billion.

