

BAD TASTE MANIFESTO

As the main signatory of this manifesto I state proudly that I am South American and hold the Colombian nationality. If you have been to Costa Rica or Brazil, don't mention it... Even if it is located in the same continent we are pretty far away. Then again, France is not Italy I'm I right?

"BAD TASTE" DOES PERMEATES US ALL

First thing: Be aware of **GEOGRAPHY** and **HISTORY**.

Second thing: Latin American culture is a vast and powerful culture encompassing approximately 20 alleged "Third World Countries".

Third thing: "Third" in comparison to what? We were never discovered, colonizers discovered their own culture when they found and tried to destroy our territory and its inhabitants.

Fourth thing: Spanish and Portuguese colonizers who were originally pirates, thieves and outlaws spread Baroque and Catholic religion throughout their colonies as the "Right ways to follow", the perfect recipe for a saturated, superficial and moralistic aesthetic to be born, desavouring and vulgarizing what was originally there. What existed, as referred to by Diderot: "good savages"... now practically all gone and soon to be completely replaced... Ironically enough, western culture now poses to "re-educate" these countries to go back to what were their original practices: respect of nature, recycling, "circular-economy", sharing...

WE ARE A TRANSLATION, THE KITSCH REALM

= A CULTURE OF "CANNIBALS"

THE TERM "TASTE" DOESN'T EXIST WITHOUT A CONTEXT THAT FORCES AND INFLUENCES UPON OTHERS BEING OPPRESSIVE, DESTROYING AND AFFECTING WHAT WAS BEFORE.

* The expression "Good Taste" is tasteless.

** Tastes are endless. By definition plural, all acceptable and correct.

*** Accepting the existence of endless tastes makes you empathetic, a must needed quality a designer and artist must hold.

**** The expression "Good Taste" is tasteless. No need of an aesthetic authority to state what is "good" and "bad". This Manichean view of the world is just outdated.

**"BAD TASTE" IS HUMAN,
YOUR NOTIONS OF "GOOD TASTE" ARE ALIEN,
FOR YOU DON'T EVEN UNDERSTAND WHERE THEY COME FROM.**

Being **LATINAMERICAN** means embracing chaos, "ugliness", saturated environments, multicultural diversity, noisy, multilayered, colourful, ferocious nature mixed with humans... nature in conflict with humans... Hidden and literal violence as a daily state shaping our notions of proportion, colour, "right" or "wrong".



SALENTO 'S CHURCH CEILING IN ANTIOQUIA COLOMBIA

Figure 9.

While you are here, as a member of the creatives that live in this world, I will enunciate my concepts of what should be considered as **BAD TASTE** in the current context:

- * Bad taste is to control Meaning
- *Bad taste is not to respect fake as we are All Fake
- *Bad taste is not understanding the impact of Translation
- *Bad taste is expecting everything to be in your language
- *Bad taste is controlling representation and language
- *Bad taste is not being aware of other people's difficult realities
- *Bad taste is believing oneself as the most important subject
- *Bad taste is having a mansion
- *Bad taste is having "influential friends" or "friends with money"
- *Bad taste is respecting people according to their social or financial status
- *Bad taste is taking advantage of others
- *Bad taste is wasting water even if you live in an island
- *Bad taste is buying bananas and avocados where they don't grow
- *Bad taste is buying bananas at expense of communities being massacred in the countries of origin
- *Bad taste is not empathizing with conflict in your country
- *Bad taste is not knowing if your country supports war in other countries... If your government sponsors wars somewhere else... This means **YOU ARE AT WAR**
- *Bad taste is designing only for "luxury" purposes
- *Bad taste is believing you are luxurious or a "luxury expert"
- *Bad taste is using euphemisms
- *Bad taste is being hypocritical
- *Bad taste is not having character nor identity
- *Bad taste is taking advantage of the natural resources of other countries and not even know where they are located
- *Bad taste is taking advantage of the natural or human resources of your country of birth and not acknowledge the impact... because you live in Dubai or Miami...
- *Bad taste is believing that you belong to an exclusive club
- *Bad taste is not having a social conscience
- *Bad taste is mistreating indigenous or minorities
- *Bad taste is not saying what you think for the sake of appearances
- *Bad taste is taking selfies every day
- *Bad taste is not being critical
- *Bad taste is living in a country where people are being massacred and you don't care
- *Bad taste is being diplomatic
- *Bad taste is trying to look "pure"
- *Bad taste is being delicate in a chaotic world
- *Bad taste is not knowing what common sense is
- *Bad taste is not seeing beauty in ugliness
- *Bad taste is believing a brand is luxurious just because it is expensive
- *Bad taste is having ripped other countries crafts and made them your own
- *Bad taste is not knowing the names of the people that you work with or for you
- *Bad taste is not acknowledging your colonial impact
- *Bad taste is sponsoring missionaries in non-religious communities
- *Bad taste is making people pay for God's words
- *Bad taste is making design unpayable
- *Bad taste is believing that only dark and soft colours are elegant
- *Bad taste is believing that poor people don't appreciate beauty
- *Bad taste is not having taste at all
- *Bad taste is not appreciating crafts and craftsmanship
- *Bad taste is believing Western is the only perspective
- *Bad taste is creating refugees
- *Bad taste is being pro-closing borders
- *Bad taste is designing only for rich people
- *Bad taste is believing that there is only a certain type of beauty
- *Bad taste is designing to get likes
- *Bad taste is designing for designers
- *Bad taste is being polished
- *Bad taste is having exotic pets
- *Bad taste is taking pictures in luxurious hotels and post them
- *Bad taste is believing your life is cool
- *Bad taste is not caring
- *Bad taste is being racist
- *Bad taste is paying paramilitary groups and corrupted structures to keep your land safe
- *Bad taste is sponsoring armed groups in other countries
- *Bad taste is being ignorant
- *Bad taste is being friends with criminals or corrupted people
- *Bad taste is not knowing the wars that are taking place in the world and what is your responsibility in them
- *Bad taste is believing paradise exists
- *Bad taste is believing you have good taste
- *Bad taste is using names in other languages to make your business look elegant
- *Bad taste is believing in the concept of sophistication
- *Bad taste is believing that Latin Americans are all poor and folkloric
- *Bad taste is travelling to indigenous communities expecting them to be disguised as your idea of "pure indigenous" coming from the movies
- *Bad taste is going to Africa and take pictures with poor people thinking you are doing charity
- *Bad taste is not knowing the fine line between charity and colonial practices
- *Bad taste is not knowing which countries were colonies of your country and how this still affects them today
- *Bad taste is believing history doesn't affect us today