

COMPLAINT NUMBER	18/294
COMPLAINANT	J Crawford
ADVERTISER	Dunedin Public Art Gallery
ADVERTISEMENT	Dunedin Public Art Gallery Print
DATE OF MEETING	10 September 2018
OUTCOME	No Grounds to Proceed

Advertisement: The newspaper advertisement for the screening of a documentary at Dunedin Public Art Gallery said: "Marina Abramovic: The Artist is Present. This documentary follows Marina Abramovic, Serbian performance artist, whose mind/body focus is legendary, as she prepares for a retrospective of her work at The Museum of Modern Art in New York." The advertisement had a head and shoulders photo of the artist Marina Abramovic and some further information about the Dunedin Public Art Gallery.

The Chair ruled there were no grounds for the complaint to proceed.

Complainant, J Crawford, said: This advertisement did not appear to be offensive on face value. However, no advertisement exists in isolation from the content it is promoting. The advertisement was promoting a documentary about Marina Abramovic screening at the Dunedin Public Art Gallery and was published in The Star on 23/8/18. More information about Abramovic can be found here: <http://dailystorm.news/node/17>

Anyone who saw the advertisement and tried to find out more about it would likely be exposed to offensive and objectionable material as a direct result of seeing the advertisement.

This complaint relates to issues of Decency, Offensiveness, Violence & Safety as outlined in the Advertising Code of Ethics..

For example, Abramovic wrote messages on a wall with blood such as: "Fresh morning urine, sprinkle over nightmare dreams", "Mix fresh breast milk with fresh sperm milk, drink on earthquake nights" and "With a sharp knife cut deeply into the middle finger of the left hand, eat the pain".

In my opinion the advertisement was unsuitable for a community newspaper and is not the sort of content readers, including young people, would expect to be exposed to. Readers who researched the "artist", after seeing the advertisement may inadvertently be exposed to indecent, offensive and violent material.

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 5;

The Chair noted the Complainant's concerns the advertisement was not suitable for a community newspaper because readers who researched the artist, after seeing the advertisement, may be inadvertently exposed to indecent, offensive and violent material.

The Chair said the role of the Advertising Standards Authority is to review complaints about advertisements, to see if they breach any of the Codes of Practice.

The Chair said in this case the complaint is about the material that might be seen by readers who did further research about the artist Marina Abramovic, not about the content of the advertisement itself.

Therefore, while she noted the concerns of the Complainant, she said there was nothing in the advertisement that could be considered offensive, taking into account the context, medium, audience and product.

In light of the above, the Chair said there was no apparent breach of the Code of Ethics.

Accordingly, the Chair ruled that there were no grounds for the complaint to proceed.

Chair's Ruling: Complaint **No Grounds to Proceed**

APPEAL INFORMATION

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website www.asa.co.nz. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.