

It's a [con]fused world . . .

how to connect with 21st century citizens

Peter Biggs

Managing Director: Clemenger BBDO

Chair: Arts Council of New Zealand

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*Fair is foul, and
foul is fair.*

*Hover through
the fog and filthy
air.*

- William Shakespeare:
[Macbeth](#)



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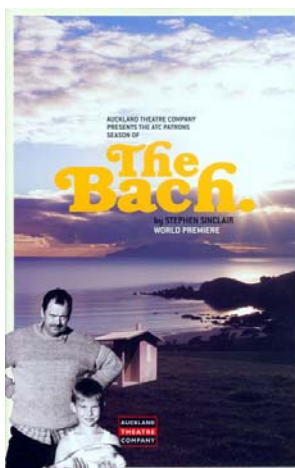
“In this . . . world, nothing will stay still. Good and bad, life and death, appearance and reality break out of their boundaries and turn into their opposites . . . As things fall apart, even the most basic of opposites, those of life and death, become fluid.”

- Fintan O'Toole: [Shakespeare Is Hard But So Is Life](#)



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[con]fused Values



*So now I remember the bay and the little spiders on driftwood, so poisonous and quick. The carved cliffs and the great outcrying surf with currents round the rocks and the birds rising. . . But I remember the bay that never was
And stand like stone, and cannot turn away.*

- James K. Baxter: "The Bay"

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[con]fused Food



“As never before cooks are experimenting with techniques, ingredients and presentation ideas from diverse culinary traditions to achieve new eating sensations.”

- Hugh Carpenter: [Fusion Food Cookbook](#)

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[con]fused Fashion

“Our lives run backwards”

“There are a lot of 27 year-olds trapped in 50 year-olds bodies”

“As long as we’re fit and feel fit, we feel young”

“We are growing older disgracefully”



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“During the second half of the 20th century the townhouse of culture collapsed. It happened all at once, like an earthquake, when Andy Warhol showed his soup can and Coke bottle paintings at the Stable Gallery in 1962, and it happened very slowly, as over the course of the 20th century the deep structural flaws in the townhouse were stressed by the sheer variety and ingeniousness of the commercial culture itself.”

- John Seabrook: [Nobrow](#)

[con]fused Culture



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*Face downward
And in a small creek
mouth all
unperceived,
The drowned
Dionysus, sand in his
eyes and mouth, in the
dim tide lolling –
beautiful, and with the
last harsh glare of
divinity from lip and
broad bow ebbing . . .*

- Alistair Te Ariki Campbell:
“The Return”



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More [con]fusion . . .

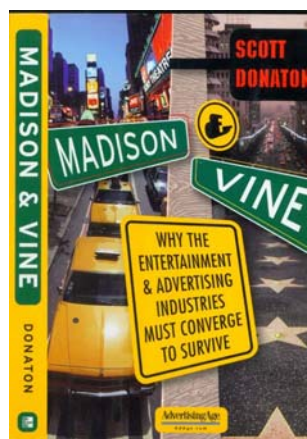
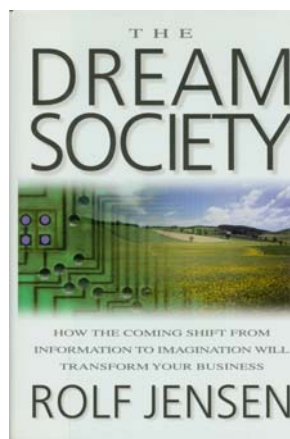


“When you’re in the missionary business, which we are, you go where the heathens are.”

- Thomas Krens, Director of the Guggenheim

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The Age of [con]fusion



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Dream Society Logic



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Biggsy's [con]fusion Tips

1. Don't think like a business/policy person. Think like an artist, a storyteller – or an entertainer.
2. Think engagement – not communication.
3. Think invitation – not interruption.
4. It's wrong to be right. And it's right to be wrong.

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Think of the hazard this broken
glass was
to the community! It will now
cease

to be ugly and dangerous but will
have a sheen rivalling that of silk.

The present century teems with
wonder.

- Kate Camp : Broken Glass to
Evening Dress

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