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As consumers, our social behavior is defined by the *rituals of having*. This behavior is partly a result of an aggressively imposed values system in which the commodity is sacred. These values are made manifest by advertising. Consumer culture is all-encompassing; advertising is everywhere. But, we can resist the evils of consumerism....

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feel an urge to keep the group a cohesive train, others often want to create interesting formations which may take them temporarily out of the line. Many whirlers have likened their experiences to that of meditation. Walking slowly through the aisles of a superstore without buying

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anything seems to allow some people to enter into a trance-like state. The products become a blur of color and the soundscape becomes a relaxing collage. But it's more than that. When we ritualize the act of not-shopping, we are a visible manifestation of resistance to overconsumption. It is a public symbol to others that makes a statement without words.

New York City, San Francisco, Austin, Niagara Falls, Minneapolis, Helsinki, Stockholm, London, Newcastle, and Melbourne... these are but a few of the places which have spawned Whirlers.

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