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The Bomb Project

medium: *performance*

duration: *approx. 2 hours*

date: *2002*

During the late 1940s, after the second bomb fell on Nagasaki, the concept of the atomic weapon was largely perceived as the tool of victory that "ended World War II." Censured from the brutal reality and the human cost of what had occurred (the only available imagery of the disaster didn't appear until the 1970s), Americans memorialized and glorified the mushroom cloud in Hollywood movies, corporate branding and logo design, advertising and even pastries for upscale dinner-parties.

Basing their efforts on society's innate ability to turn even the most terrifying events into commodity, the artists mass-produced 100 chocolate bombs and handed them out at shopping malls for part of the mysterious L7 Project on November 3, 2002 in San Francisco, CA. The bombs were approximately 4 inches long and 3/4 inch in diameter and the molds (crafted by a professional candy mold-maker formerly employed by Joseph Schmidt) were based on the shape of the "fat-boy" bomb. They were cast in Godiva chocolate and wrapped in cellophane packages with a ribbon.

The artists then dressed in professional attire and distributed these "free chocolate bombs" from the second tier balcony of the Crocker Galleria shopping complex. They addressed visitors by saying: "Hey mister, can I give you a chocolate bomb? Would you like a chocolate bomb today? Have you tried a free chocolate bomb?"