



Nr. and Title

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Yomango

Location

Spain

Users

Citizens

Maintained by

Yomango

Duration

2002 - ongoing

Category

politics, economy

Initiator(s)

Yomango

Description

In Spanish slang, "yo mango" means "I steal." The project represents a sort of "shoplifting movement" that originated in Barcelona, as a parody of the wildly popular MANGO clothing line, to promote direct action against global brands.

Goals

To promote "ethical shoplifting," returning to the people what the transnationals have stolen (labor, time, ideas, lives). To appropriate the idea of "branding" in order to celebrate anti-consumerist lifestyle and direct action.

Beneficial outcomes

Franchises of the movement have recently sprung up in countries including Argentina, Chile, Mexico and Germany, transforming hidden non-cooperation with consumerism into direct anti-capitalist action.

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