HOW TO BE (OR NOT TO BE) A TARGET

Everybody wants to be black until they see our reality #PrayersForCharleston #sickandtired #AmericaDoBetter #Stop

Imagine a disaster scenario in New York City, something *Alternative Unknown*. The police are enforcing a strict regime of control, monitoring, and quarantining when necessary. The purpose of an infection checkpoint is to identify individuals who could pose a threat to public health. But it's also an easy way to target people who are perceived as a threat for other reasons.

It only takes a quick glance at Vine, IG, or Twitter to see how easy it is to appropriate black culture — to mimic it, to misunderstand it, to shamelessly wear it as one's own. But this is fairweather solidarity. It is the convenient appropriation of another identity. "Everybody wants to be black until they see our reality," says @marquesword, and no one wants to be black as they swipe and file past the watching eyes of the NYPD at Canal Street with a big red 'X' painted on their backs.

LOST CAUSE INC presents *The Red X*, a campaign that uses the words of discontented tweeters to serve as a field guide for navigating the unspoken nuances of racial profiling. What is it, exactly, that makes someone a target?

Part digital activism, part consultancy — **LOST CAUSE INC** is a platform for critical works that explore and provoke the nature of protest in social media. **LOST CAUSE INC** aggregates, archives and revives the "lost" protests of Twitter by collecting tweets with the hashtags #angry, #problems, and #stop and turning them into integrated brand campaigns.

New work by **LOST CAUSE INC**, on view at apexart in New York City, Nov 5–Dec 19

Lana Z Porter
Designer & ethnographer

Channing Ritter
Interactive designer & strategist

Reference links:
Alternative Unknowns exhibition website
City Lab review