

# The 48 Hour T Shirt

The Murketing Organization, in collaboration with three up-and-coming creators, presents a series of T-shirts offering three lessons in consumer behavior – expressed by way of consumable objects.

Each T-shirt will be made available for sale to the consuming public for 48 hours only.

The people and companies who try to sell you things routinely draw upon psychological research into human behavior in order to position their goods more effectively. The 48-Hour T-Shirt Project does the same thing – but makes puts research in the foreground, to do with as you will.



## I Show How You Feel

Inspired by research regarding the power of mimicry.

Design by Derek Black ([www.redneckillustrator.com](http://www.redneckillustrator.com)), MFA student in the graphic design department of Savannah College of Art and Design.

Visit [Murketing.com](http://Murketing.com) on December 1, 2008 to see the design and to read about the research that inspired it.



## We Have The Same Birthday

Inspired by research related to “false consensus.”

Design by Greg Eckler ([www.theviciouscircus.com](http://www.theviciouscircus.com)), MFA student in the graphic design department of Savannah College of Art and Design.

Visit [Murketing.com](http://Murketing.com) on December 8, 2008 to see the design and to read about the research that inspired it.



## Veladone-Rx

“It’s Worth The Extra Money. Really.”

Inspired by research related to placebos and pricing.

Design by Angie Smith, MFA student in advertising design at Savannah College of Art and Design.

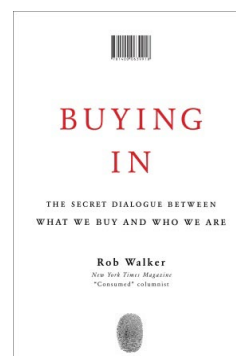
Visit [Murketing.com](http://Murketing.com) on December 15, 2008 to see the design and to read about the research that inspired it.

**The aim of this project is to prod consumers to think more about our own behavior, about how we can be manipulated, and about how we manipulate ourselves.**

**Yes, doing this by way of products may be seen as either ironic, clever, or hypocritical. That’s part of the point.**

Orders for each T-shirt will be accepted for 48 hours beginning on the date indicated. At the end of that period, the T-shirts will be printed, and shipped.

The T-shirts are American Apparel 4.3 oz fine cotton, athletic fit.



*The 48 Hour T Shirt Project Is Sponsored by **Buying In: The Secret Dialogue Between What We Buy and Who We Are**, by Rob Walker. Please visit [Murketing.com](http://Murketing.com) for more information.*