

WIN



Have You ever
Won the
Lottery?

This is one of a series of posters put up by Pam Butler on the subject of winning. Call the number, advertised and a phone-sex-line voice welcomes you to The Win Line: "We're about winning." The voice goes on, after assuring you it's only a local New York call, to ask a long series of questions: "What would you like to win the most? Are you a winner? Do you think you should win

because you called The Win Line?" and so on. Leave a message, and your answer may become part of Butler's multimedia exhibition on winning that will also include video footage of people's reactions to a "Win" flyer ("This could be your very special lucky day"), the letters she receives, and all of the

Win paraphernalia she's made.

**You Are a
Guaranteed
Winner!**

Butler isn't all that clear on where the Win Project is heading, but she's convinced it will take her somewhere on its own. "I just throw this stuff out into the world and see what comes back" she says. All of her work happens in the public arena; her guerrilla posterizing competes with the "you win" media images and sweepstakes junk-mail on a level playing field. "People will stop, turn around and come back to pick up a flyer that says 'Win' on it" she says. "Everybody wants something for nothing." But you knew that already, didn't you?

WIN LINE 479-8462