

DAILY MIRROR, MONDAY, AUGUST 14, 1989

**BRIAN
PHILLIPS**



Guru returns as a chip chairman

IT'S Guru Adrian versus Chairman Kevin in an international showdown which has Sydney artist, David Art Wales — Art is his middle name — fuming.

David is the creator of Guru Adrian, a 322-year-old guru with the body of a seven year old, whose 'Adrianisms' have appeared in such Oz magazines as Countdown, The Bulletin and The Edge.

The Guru Adrian Fun Page has been appearing since 1983 when, according to David, he discovered Guru Adrian living in a cave near Sydney (he was born at Wiseman's Ferry on February 29, 1664).

In 1987, Guru Adrian went international and appeared in British magazines, The Face and I-D and now David is claiming his cartoon character has been stolen by a Pommie advertising agency and turned into Chairman Kevin.

In a press and poster campaign devised by the Lowe Howard-Spink agency, the thoughts of 300-year-old Chairman Kevin Pringle are used to push KP Crunchi Chips.

The say Kev spent the first 300 years of his life in a coal bunker trying to find his true self, which is remarkably similar to Guru Adrian's humble beginnings.

"The story, the style, the colors — everything about them is the same except Guru Adrian offers people a fun philosophy on life and the secret of eternal youth — free.

"Their guy flogs chips, but in one way it's the best ad I could ever get, to be ripped off by one of Britain's most creatively progressive agencies. They had billings of \$200 million last year and count Heineken beer as a client.

"Guru Adrian is sending them a stiff letter — maybe they'll send him back of carton of grog," said Dave.