

NO FUN! THE GREAT GURU ADRIAN RIP-OFF

Guru Adrian, for those of you with grave deficiencies in the short-term memory department, is an eternally seven-year-old resident of a cave near Beecroft who became famous some years ago in the hands of artist and confidanté David Wales. Adrian, at least a minor deity, became a pop hit throughout Australia and the world, with T-shirts, posters and endless other means of communication bearing the little chap's messages. "Having Fun Is Half The Fun". "Celebrate Your Birthday Every Day". An idol with a positive message. Truly a figure to look up to.

But now there's a sinister little usurper called Chairman Kevin. Kevin, a vile creation with the appearance of an accountant who's been left in the wash too long, has been devised by mammoth English advertising agency Lowe Howard-Spink to flog KP Crunchies crisp. David Wales, Adrian's means of artistic expression of PR person, is not well pleased. "Ripped-off blind", is the phrase he uses...

"Basically he's a creation of the forces of U.F., un-fun, you see. People who are under the power of U.F. have come up with what is seemingly a shameless ripoff of the Guru Adrian, and what's really tragic about the whole thing is that where Guru Adrian stands for truth and fun, Chairman Kevin seems to stand for cheese

and onions."

David sounds lightish-hearted about all of this, but the similarities between Adrian and Kevin seem far too detailed to be coincidence — and given that Adrian has been featured in U.K. mags *I-D* and *The Face*, it's not hard to guess what's happened. It's all there — the childlike face, the hotch-potch design spreads, the catch-phrases — even the story. (Adrian and Kevin are both about three hundreds years old, both eternally young, the only difference being that Adrian found himself in a garden shed with a chemistry set, while the hideous Kevin discovered his soul after three centuries in a coal scuttle — you have to wonder about that kind of person).

David has on his side a lawyer and Adrianist from an impressively large legal firm on the case, but remains somewhat amazed that the (no doubt) fantastically remunerated execs from the seventh-biggest agency in the U.K. can't have ideas of their own...

"I should have their bloody job. They should fire them and hire me."

Adrian's profile has been a bit low lately, though...

"Well, he got fired from a couple of magazines, and that's one of the reasons I'm leaving the country soon, to go to New York, because the publishers here keep telling me he's too sophisticated for the Australian market, which is trash."

Given that the horrid Kevin is an obvious pretender to the throne, what's Adrian's next move? What has he said?

"Well, Adrian finds the boy somewhat insidious, he says he's no fun essentially. Even his name smacks of corporate structure. I mean, he looks like he'd dip girls' plaits into inkwells."

And a message from Adrianists everywhere?

"What's that thing about false idols in the bible?"

Amen to that.

