



**WITH THE PUBLICATION OF SICK:
A DISTURBING DICTIONARY FOR TURBULENT TIMES
THE WORLD JUST GOT SICKER**

FOR IMMEDIATE RELEASE

"SINCE NOTHING REAL WAS BEING DISCUSSED WE TOOK IT UPON OURSELVES TO FINALLY SAY SOMETHING RELEVANT." -ISAAC + ELIZABETH

--JULY 20TH, 2020, LOS ANGELES, CA--WE ARE SHOCKED AND AWED TO ANNOUNCE THE PUBLICATION OF SICK: A DISTURBING DICTIONARY FOR TURBULENT TIMES WRITTEN BY ISAAC CRONIN AND ELIZABETH RILEY WITH ILLUSTRATIONS BY ROHITASH RAO. SICK IS THE FIRST PROJECT OF THE SICK BUREAU, WWW.SICKBUREAU.COM. SICK IS A 110 PAGE FULL COLOR PAPERBACK PUBLISHED IN A 10" BY 10" FORMAT WITH FIFTY DEFINITIONS AND ILLUSTRATIONS. RETAIL PRICE IS \$25.

THE DEFINITIONS ARE DRAWN FROM THE MOVEMENT AGAINST THE COMMODIFICATION OF DAILY LIFE, CORONAVIRUS PANDEMIC VOCABULARY AND TERMS THAT ADDRESS THE APOCALYPTIC CRISIS IN DISEASE AND MEDICINE. RAO'S ILLUSTRATIONS ARE BARBED COUNTERPOINTS CREATED IN STYLES RANGING FROM SURREAL TO ACCUSATORY TO DISTURBING.

FOR ISAAC CRONIN, "THE SICK DICTIONARY UNIFIES TWO OF MY LIFELONG PASSIONS— PHILOSOPHY AND HEALTH—AT A TIME WHEN THE WORLD, RAVAGED BY THE CORONAVIRUS, HAS BEEN PRESENTED WITH THE BEST OPPORTUNITY TO ADDRESS THE MOST IMPORTANT QUESTIONS FACING THE SOCIAL AND NATURAL REALMS IN THE MODERN ERA. AND IT'S ABOUT TIME BECAUSE THIS PLACE REALLY STINKS." FOR RILEY, "SICK DICTIONARY" BRINGS TOGETHER MY LOVE OF CROWD PSYCHOLOGY, PHILOSOPHY, POP CULTURE AND MY HABITUAL CONTEMPT FOR AUTHORITARIANISM. WE ALL KNOW THAT THE MOOD OF THE PANDEMIC IS SOMBER, BUT WORKING ON THIS PROJECT HAS CREATED A BUOYANCY AND OPTIMISM WE HOPE IS CONTAGIOUS."

THE SICK BUREAU IS A FEDERATION OF INDIVIDUALS WHO ARE HELPING SINK THE IMPERIAL SHIP OF ROUTINE, NARCISSISM, SADISM AND OBSEQUIOUSNESS. AGAINST THIS FOUNDERING HULK WE ARE AIMING THE WEAPONS OF SPONTANEITY, STABBING HUMOR AND SURPRISE. WORDS ARE CAPTIVE LIKE WE ARE AND WE STRIVE TO SET THEM FREE.

STAY TUNED FOR MORE SICK PROJECTS INCLUDING VERSION 2.0 OF THE DICTIONARY OF UNHAPPINESS.

**FOR MORE INFORMATION CONTACT:
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WE ARE SICK

WE ARE SICK BECAUSE WE NO LONGER UNDERSTAND WHAT IS CAUSING DISEASE AND WHY WE ARE GETTING SICK.

WE ARE SICK BECAUSE OUR RULERS MAKE MORE MONEY FROM OUR BEING ILL THAN HEALTHY. PREVENTATIVE MEDICINE IS LIKE SAYING LETS PREEMPT CAPITALISM.

WE ARE SICK BECAUSE OTHERWISE WHY WOULD WE BE SPENDING AN AVERAGE \$500 A MONTH ON PHARMACEUTICAL DRUGS FOR A FAMILY OF FOUR (NEARLY THE SAME AMOUNT AS WE SPEND ON GROCERIES)

WE ARE SICK BECAUSE BEING HEALTHY IS A VICIOUS COMPETITION THAT LEAVES THE LOSERS WORSE OFF THAN BEFORE MODERN SCIENCE BEGAN.

WE ARE SICK BECAUSE WE CAN AVOID WORK AND STILL GET PAID.

WE ARE SICK BECAUSE WE DON'T HAVE AN IDEA OF WHAT BEING WELL MEANS.

WE APPEAR TO BE MORE SICK THAN WE ARE BECAUSE OFTEN IT'S JUST MISERY. WE ARE ACTUALLY UNHAPPY.

WE ARE SICK BECAUSE WE CHOSE TO IGNORE COMMON SENSE AND OBVIOUS FACTS UNLIKE THOSE WHO FOR CENTURIES SUFFERED THROUGH PANDEMICS WITHOUT ANY UNDERSTANDING OF THE CAUSALITY OF DISEASE.

WE ARE SICK BECAUSE WE ARE ALL IN THIS TOGETHER AND THE DEFINITION OF WE IS THE MOST DANGEROUS AND EFFECTIVE TOOL IN OUR RULERS' ARSENAL OF LIES.

WE ARE SICK BECAUSE WE ARE ALL IN THIS TOGETHER WHICH SIGNIFIES THAT THE REDUCTIONIST MODELS OF MEDICINE AND OF SOCIAL CONTROL ARE ACHIEVING THEIR GOAL OF MAKING INDIVIDUAL AUTONOMY AS A LIBERATION MOVEMENT FOR THE ENEMY.

WE ARE SICK BECAUSE THE FOOD THAT WE EAT, THE AIR WE BREATHE, THE WATER WE DRINK ARE PURE CRAP AND ONLY THERE TO KEEP US ALIVE LONG ENOUGH TO WORK AND SHOP FOR 40 YEARS. IT TOOK THE VIRUS TO GET OUR RULERS TO ADMIT THAT'S ALL THEY WERE HOPING FOR IN THE FIRST PLACE. THE TRULY HORRIFIC THING THAT IS THE YOUNGER GENERATIONS WON'T EVEN GET FORTY YEARS, BUT THEY DON'T SEE WHAT'S COMING.



WE ARE SICK BECAUSE IF WE STOPPED COMFORTING EACH OTHER SOME REAL SHIT MIGHT GO DOWN. AND IT'S ABOUT TIME.

WE ARE SICK BECAUSE IF WE WERE WELL WE WOULDN'T PUT UP WITH THIS FUCKED UP WORLD FOR ONE DAY.



REDUCTIONISM

SICK IS ABOUT UNDERSTANDING AND AIDING A CURE OF OUR SHARED ILLNESS ON MULTIPLE LEVELS. IN REDUCTIONISM, POWER'S DANGEROUS METHODOLOGY OF SIMPLIFICATION, WE FIND A COMMON CAUSE BEHIND THE DEVASTATING SOCIAL AND HEALTH CRISES THAT ENGULF THE WORLD.

EVER SINCE DESCARTE'S DIVISION OF THE HUMAN BEING INTO MATTER AND CONSCIOUSNESS REDUCTIONISM HAS PURPOSEFULLY IGNORED THE COMPLEXITY OF HUMAN AND NATURAL LIFE FORMS--BECAUSE AUTONOMOUS INDIVIDUALS ARE IMPOSSIBLE TO DOMINATE--IN FAVOR OF MASS IDENTIFICATION AND CONTROL.

JUST AS MARKETING SEEKS TO DISCOVER AND AGGREGATE OUR SHARED FEARS, TRADITIONAL MEDICINE WANTS TO REDUCE AND SIMPLIFY OUR DIVERSE EMOTIONAL AND PHYSICAL CONSTITUTIONS TO FIFTY OR SO DISEASE LABELS FOR WHICH DRUGS CAN BE CONVENIENTLY DISPENSED.

THE PANDEMIC HAS BROUGHT THE METHOD OF REDUCTIONISM, THE SHARED PERSPECTIVE, AND METHODOLOGY OF THE SOCIAL AND NATURAL SCIENCES, INTO SHARP FOCUS. SICK CALLS IT UNIFY TO DIVIDE AND CONQUER.

SICK WILL MARSHAL ALL OF THE FORCES THAT DEFY REDUCTIONISM WHOSE GOAL IS ORDER, PREDICTABILITY, AND OBSEQUIOUSNESS. SPONTANEITY, SURPRISE AND DEFIANCE ARE AT THE CENTER OF WHAT WE DO, BEGINNING WITH HOW WE COMMUNICATE.

THIS DICTIONARY IS AN ATTEMPT TO RECLAIM CERTAIN WORDS FROM THOSE WHO THINK THEY OWN THEM. SICK HAS SO MUCH MORE IN STORE AND LOOK FORWARD TO SHARING WITH YOU...



BIOS

ISAAC CRONIN

SICK DICTIONARY UNIFIES TWO OF MY LIFELONG PASSIONS— PHILOSOPHY AND HEALTH—AT A TIME WHEN THE WORLD, RAVAGED BY THE CORONA VIRUS, HAS BEEN PRESENTED WITH THE BEST OPPORTUNITY TO ADDRESS THE MOST IMPORTANT QUESTIONS FACING THE SOCIAL AND NATURAL REALMS IN THE MODERN ERA. AND IT'S ABOUT TIME BECAUSE THIS PLACE REALLY STINKS.

I HAVE BEEN TAKEN BY THE WRITINGS OF THE SITUATIONIST INTERNATIONAL WHO DESERVE OUR ATTENTION AS WELL AS A CRITICAL EYE, AND BY THE PRACTICE OF ALTERNATIVE MEDICINE PARTICULARLY HOMEOPATHY. REDUCTIONISM IS THE ENEMY OF BOTH.

I AM THE AUTHOR, TRANSLATOR AND EDITOR OF AN ECLECTIC AND RESTLESS HERD OF BOOKS WITH TOPICS FROM THE CLOUDINESS OF SQUID INK TO JEW HATING JEWS TO THE CLARITY OF HEGELIAN SOCIAL CRITIQUE.

WHILE STILL AWAKE I ORGANIZE TARANTULA FIGHTS FOR A MAJOR NEVADA SPORTS BOOK, MAKE CONFETTI OUT OF PARKING TICKETS, AND TEACH MY GRANDDAUGHTERS HOW TO CRAWL UNDER RAZOR WIRE.

BEST TO CLOSE WITH THE MASTER. AS LAUTREAMONT SAID, "POETRY WILL BE MADE BY EVERYONE OR NOT AT ALL."

ELIZABETH RILEY

I AM A JOURNALIST, AUTHOR, DESIGNER AND FILMMAKER. I FORGED MY ARTISTIC DNA IN THE WHITE HEAT OF NYC'S UNDERGROUND SCENE GALVANIZED BY THE MAGNETIC INFLUENCE OF MANY CREATIVES AND DIVINE RASCALS LIKE DIANA VREELAND, TENNESSEE WILLIAMS, J.P. DONLEAVY, ARA GALANT AND HUNTER S. THOMPSON.

SICK DICTIONARY BRINGS TOGETHER CROWD PSYCHOLOGY, PHILOSOPHY, POP CULTURE AND MY HABITUAL CONTEMPT FOR AUTHORITARIANISM. SICK DICTIONARY MARKS ANOTHER COLLABORATION WITH THE GREAT ANTI-REDUCTIONIST AND FELLOW SICK BUREAU CHIEF, ISAAC CRONIN.

ROHITASH RAO

ROHITASH RAO WAS BORN IN AN EXOTIC, FARAWAY LAND CALLED HYDERABAD, INDIA. HE THEN GREW UP IN ANOTHER EXOTIC, FARAWAY LAND CALLED RANCHO CUCAMONGA, CALIFORNIA. HE NOW LIVES IN THE EXOTIC CITY OF AUSTIN, TEXAS WHERE HE TEACHES CREATIVITY AND ADVERTISING AT THE UNIVERSITY OF TEXAS. THROUGHOUT HIS CAREER HE HAS WORKED AS AN ART DIRECTOR, A DIRECTOR, AN ANIMATOR, A WRITER, AN ILLUSTRATOR AND A FINE ARTIST. HE HAS WON SOME AWARDS, PLAYED IN MANY FILM FESTIVALS, PUBLISHED 7 BOOKS, HAD A DOZEN SOLO ART SHOWS AND HE DRINKS COPIOUS AMOUNTS OF COFFEE.

