

# C-Monster

where high gets low



**That sublime point where art, politics and merch intersect**



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<http://c-monster.net/2011/06/02/star-cigarettes/>

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Star Cigarettes, a division of Philip Morris, sold a limited edition pack in Europe in the early '90s that celebrated the fall of the Berlin Wall. The pack was designed by Niall Monro, who was working at that time as an in-house designer from Philip Morris. Shown on the package is a piece of graffiti-covered slab being removed from the wall. It's bubbly letters read STAR. An ad from the period shows a man's hand clutching the commemorative pack.

Conceptual artist Martin Kippenberger used this image to create the wallpaper shown above in 1991. (on view at [Luhring Augustine](#) through 6/18/11). It is so many levels of conceptual: A cigarette company using a political act and someone's tag to sell cigarettes which are then turned into art that is itself commodified. In other words: the art merch becomes the art. Like, whoa.