



Frank Loy, US chief negotiator at UN climate conference, and...



James Wolfensohn, head of the World Bank, get a taste of pie-rect action

## The Pie's the Limit

"It is better to pie on your feet than to live on your knees."

– Emiliano ZaPieta

A phantom flan-flinger appears as if from nowhere and raises her arm. A pie flies through the air and meets its target – sploosh – followed rapidly by indignation, laughter, and a quick getaway. That night on the news the world discovers that the man in a suit with his face full of cream has been selling off old-growth forest / rewriting laws that don't concern him / using sweatshop labour and so on, and that some cheeky bunch has pied him for it. The pie may not have changed the world, but the sheer nerve of the act has shed light on some shady corporate (or state) crimes, opened up space for discussion of related issues, and delivered just desserts to an unaccountable and powerful person.

**How to deliver just desserts to the powerful:**

### Step 1: Pick a worthy target

Aim for someone infamous, whose crimes should be revealed, and don't be afraid to think big. You may plot to pie someone for months, or spontaneously decide to do it the next day. Be sure you can clearly articulate the reasons for your choice, and carefully consider the level of security you are prepared to outsmart.

### Step 2: Obtain a pie

According to market research, the best full-face coverage comes in the form of a coconut cream pie. Most pie throwers are in agreement that you shouldn't use red filling, as it could be mistaken for blood. Vegan pies are less firm than those with eggs – a problem which results in less theatrical results, but may be worth it to make a political

statement. Give your pie an name – Baked Alaska for a global warming villain, say.

### Step 3: Disguise yourself

It doesn't take an economist like Milton Friedman (pied in 1998) to figure out that if you attempt to enter a fancy hotel, you will draw less attention to yourself if you look like everyone else. If you shave, dress up, and keep your hair average, you can go anywhere. You can sneak your pie into the corridors of power concealed in a brown paper bag, or if it's firm enough to go vertical, put a lid on it and carry it in a briefcase.

### Step 4: Consider media

A key element of any pie launch is documentation.



Undercurrents

Because it's difficult to pie while shooting video, it's good to work with a friend or two. Expect not to be the only media present, and be ready to talk intelligibly. This action is essentially one of public theatre – when the media come calling it's good to have pithy soundbytes prepared to highlight your issue.

### Step 5: Launch the attack

Some pie slingers work in teams. The splatting of Bill Gates was a masterful coordination of 30 individuals in groups of three, carrying a total of 25 pies. Multiple pies give you more than one chance to score a direct hit. However, some prefer to work solo, finding it more heroic and



romantic. Most agree that a quick quip as you hurl the pastry can work wonders, clarifying your intent and message. Be aware that assault charges are not unheard of, so the more gently and lovingly you can cream your target, the better it will look in court.

### Step 6: Consider the consequences

Expect shock and chaos. Anything can happen. Everyone may laugh and pretend that they are in on the joke, or security guards may attack violently, and have you arrested or detained. But once you are able to regroup with your allies, it's crucial to celebrate.

Finally, remember that it doesn't take special skills to toss



a tart. Anyone with a pie and a vision of a better world can speak pie to power.

**“Never doubt that a small and dedicated group of people with pies can change the world. Indeed, it is the only thing that ever has.”**

– Subcomandante Tofutti, after Margaret Mead

### Resources:

» **For the latest in Pies:**  
<http://bioticbakingbrigade.org>



**Below: Renato Ruggiero, then Director-General of the WTO, pied. London 1999**