



Dear Gifted:

Congratulations, you've just been gifted by a representative of L. E. Don who is authorized to make gratuitous contributions based on his or her personal fancy (a subjective decision) and/or upon a decision based on observed need (objective decision).

In accepting this gift you've become part of a global artwork aimed at getting people to question a society motivated solely by profit.

To learn more about this global artwork or to become a "gifter," go to: <http://www.uturn.org/cadeau> and print out your envelope, letter, and business cards and follow the directions given. Strike a blow against our purely instrumental economic system. Read e-mail from some of our "gifters" to L. E. Don by clicking on the appropriate link off our web page.

Theoretical Background: the obligations attendant on gift-giving, the obligation to give gifts (by giving, one shows oneself as generous, and thus as deserving of respect), the obligation to receive them (by receiving the gift, one shows respect to the giver, and concomitantly proves one's own generosity), and the obligation to return the gift (thus demonstrating that one's honor is—at least—equivalent to that of the original giver). Gift-giving is thus steeped in morality, and by giving, receiving and returning gifts, a moral bond between the persons exchanging gifts is established. This "gift economy" flies in the face of capitalist worship of profit.

Signed: *L.E. Don*

www.uturn.org/cadeau

