





## Introduction

This is a project about propaganda but not through advertising or political imagery. Instead I have made propaganda into a fictional character. For this I have created the character of the Regulator. The Regulator is the embodiment of mankind and the spirit of propaganda. There is more than one Regulator; they are all the same in appearance with a trademark gas mask and black coat. The Regulator is a male figure representing man's seek of power and control. However, they can morph into human beings to persuade people's opinions, as in Hidden World where people have taken on the mask of the Regulator showing that, as consumers, they are influenced by the Regulator. The Regulator operates in a different realm; a parallel but connected reality that is invisible to the human eye, transmitting subliminal messages to us. They feed on mankind's conquest of power and control, which brought them into creation from the greed of humans.

This has been a year-long project where I have explored different styles of photography. I have expanded the world of my character by embedding digital codes and digital manipulation. In this project I have created my own world through imagery by taking on the role of creator and storyteller.

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# The Beginning



Since the beginning of human idealism, empires and kings have seen the idea of power to control mass population. In doing so they have made an immortal entity, which was born out of man and Propaganda. This entity evolved over time in the backdrop of humanity. The entity or spirit is known as the Regulator.





# RESIST









the idea has been planted

this will change the outcome

yes, now we can move into action

I will tell the others



## The Regulator

"In this globe of division with limitless confusion,  
We are no more than an instrument of mankind.  
Constant hunger of controlling and persuasion.  
My brothers and I are no strangers of this realm.  
We have been called many names throughout the centuries.  
You may know some of them, but they are not our true names.  
You have used our likeness within your mythology.  
You may have mixed us up; we are hardly seen but are everywhere.  
We are The Regulators, immortal until humanity expires.  
We have masters that we serve within the industry.  
We regulate the thoughts that you think, the food you eat, the clothes  
you wear, the cars you drive and the leaders you follow."

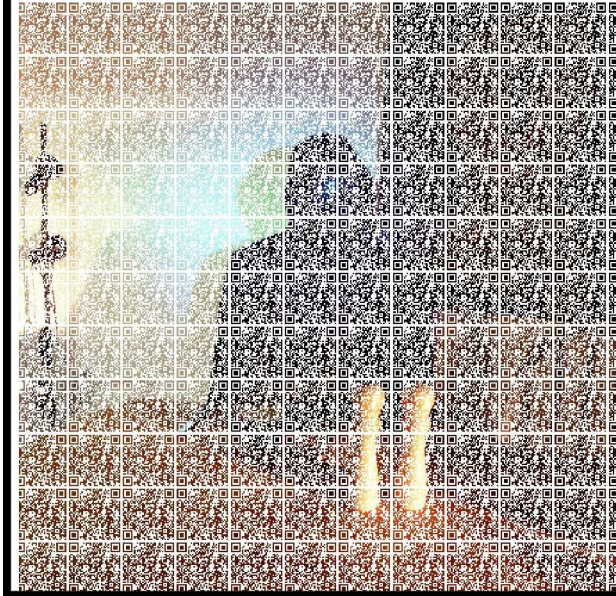
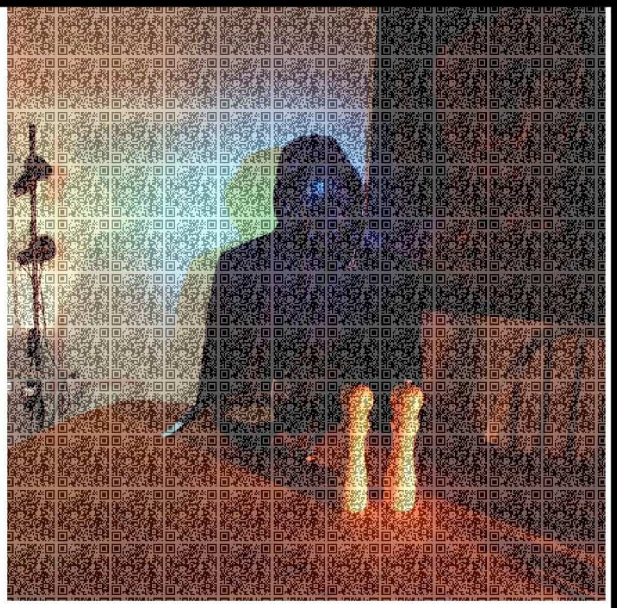
# The Code

QR codes, bar codes, hex codes and URL's are used to illustrate a connection between the physical and the virtual world. These codes are used to portray the Regulator and his connection to the real and virtual world.







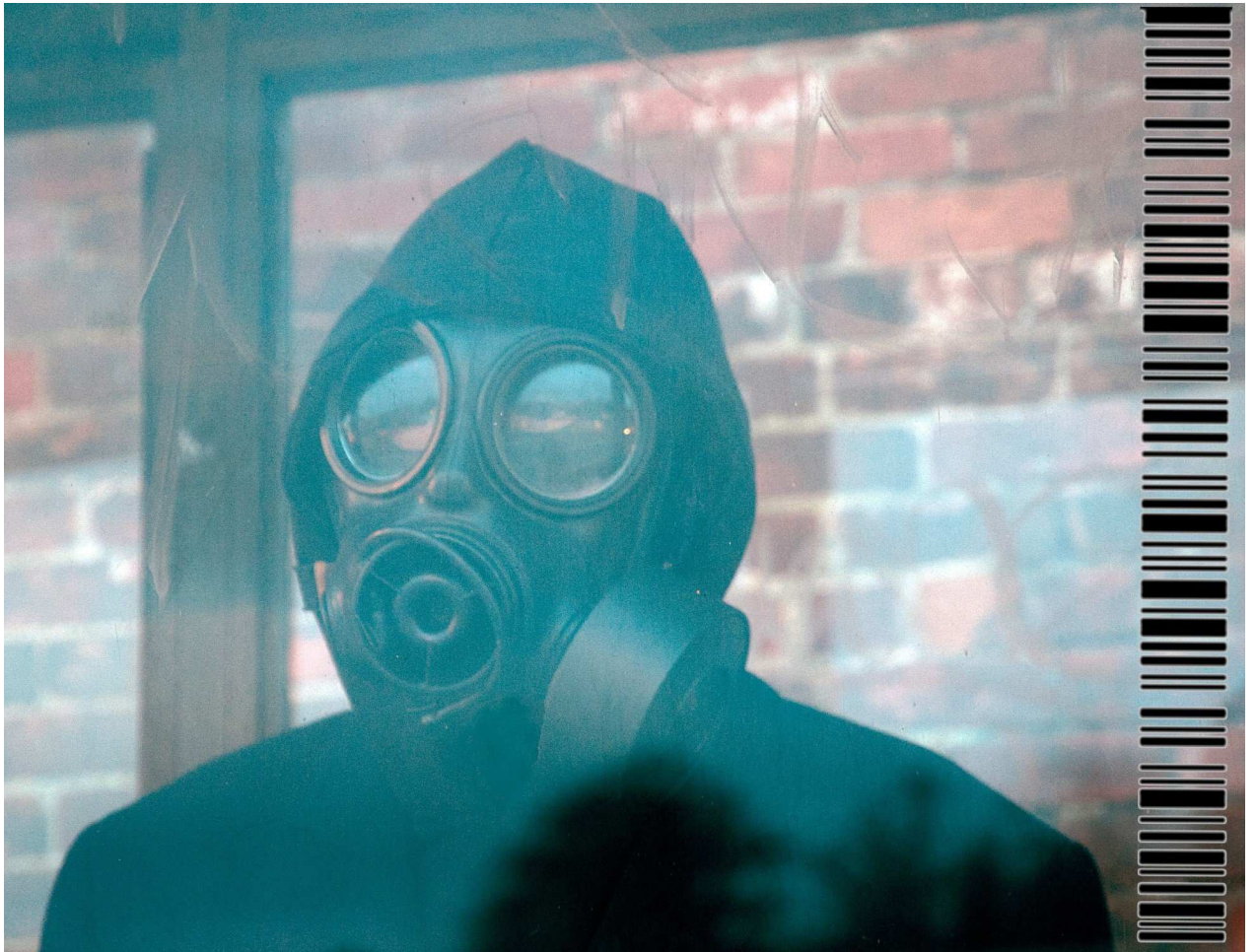














<http://unexposedadam>



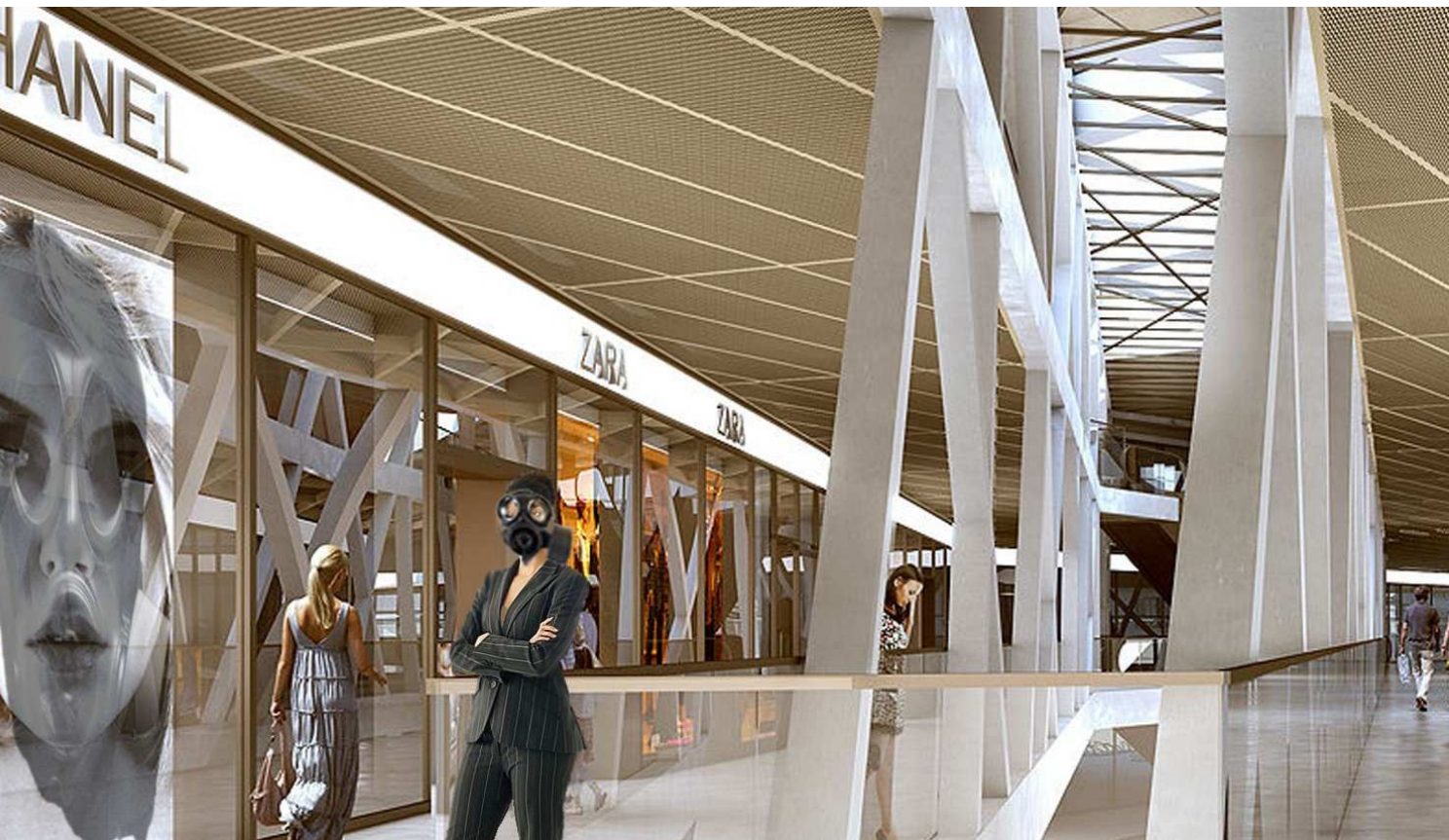


h.files.wordpress.com/2012/11/2232.jpg?w=774





**This realm**



































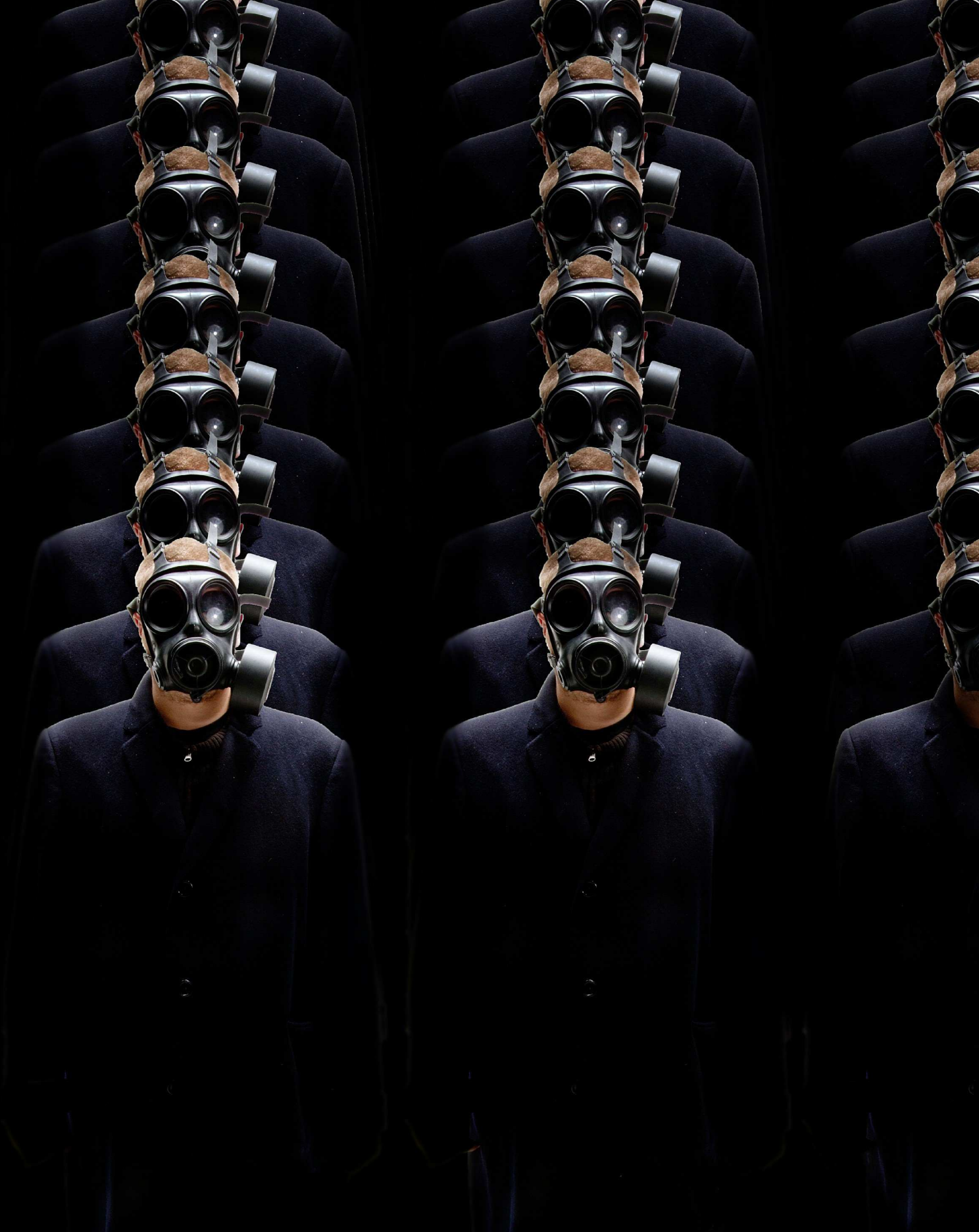










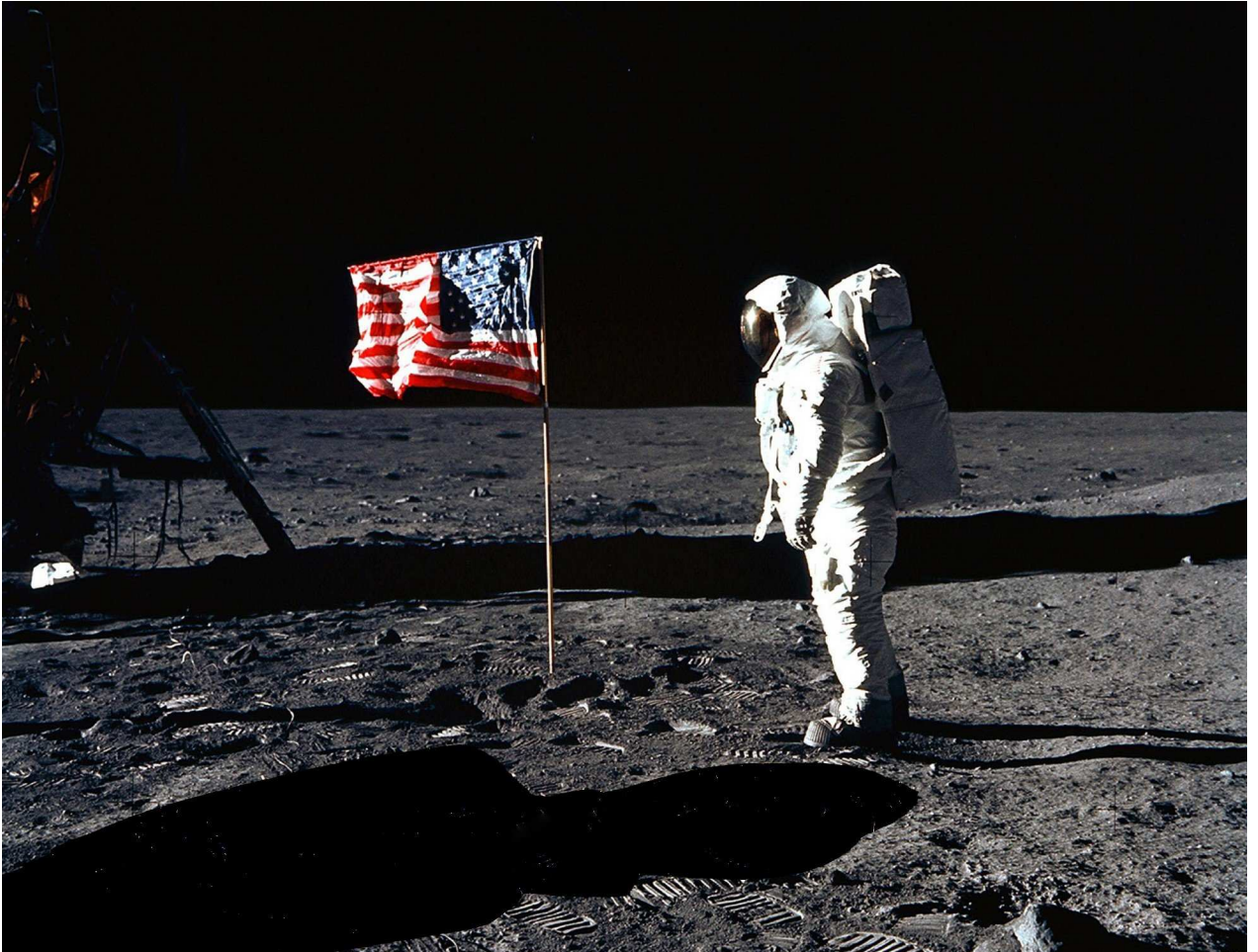




# The unseen past of the Regulator



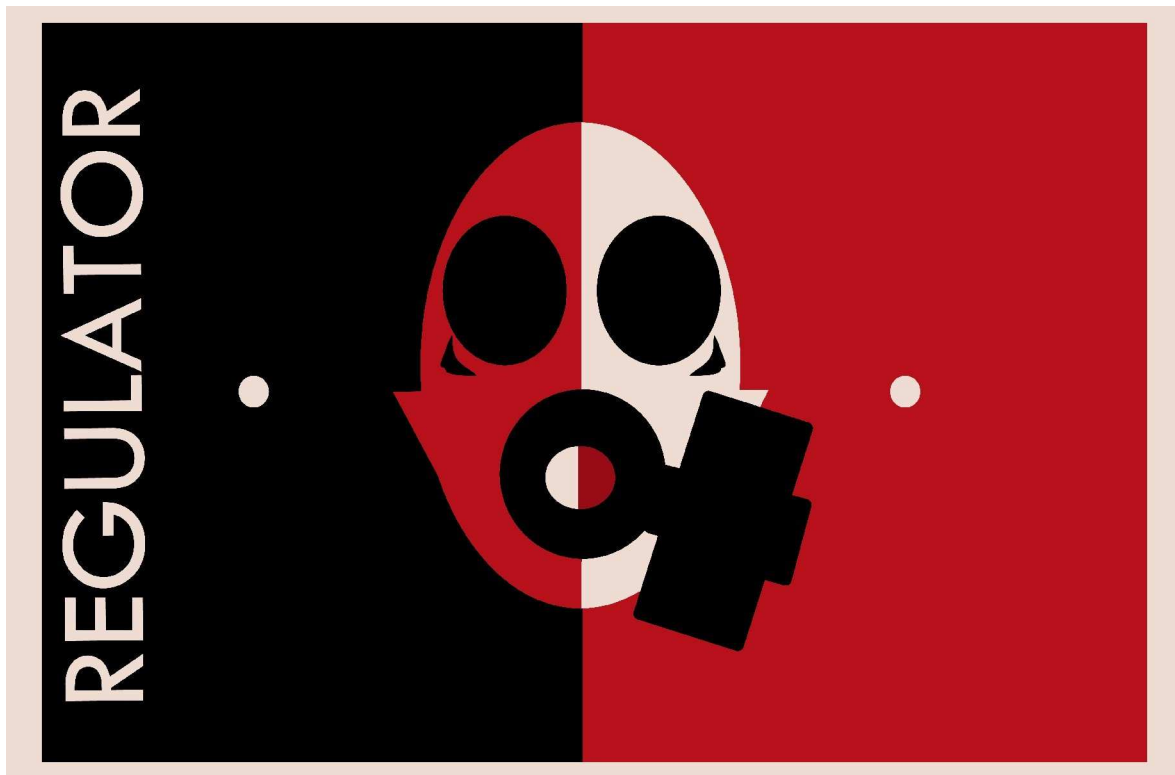
Throughout history the Regulator has never been seen but his presence is always there. These images show him in famous photographs throughout the history of photography.











"Free will is an illusion that we have manifested for you.  
You may never know where we are but we know where you are.  
That time you saw something in the corner of your eye but nothing was  
there; that was us.  
You are a slave and we will always regulate you.

These icons and brands would be nothing without us and the  
Regulators would be nothing without them."





# Index



P3. *Mc Regulator*



P4. *First Record of Regulator*



P4. *Untitled*



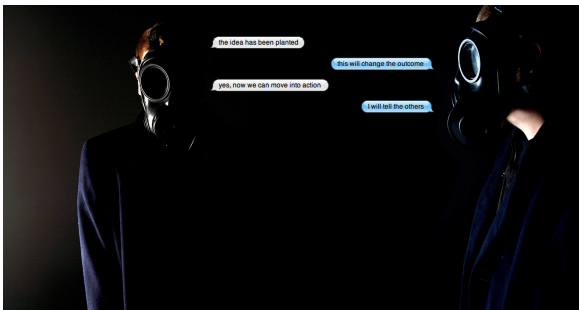
P5. *Untitled*



P6. *Resist*



P7. *Untitled*

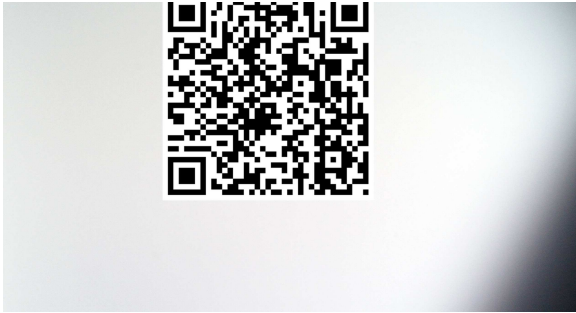


P8. *The Idea*



P9. *Untitled*





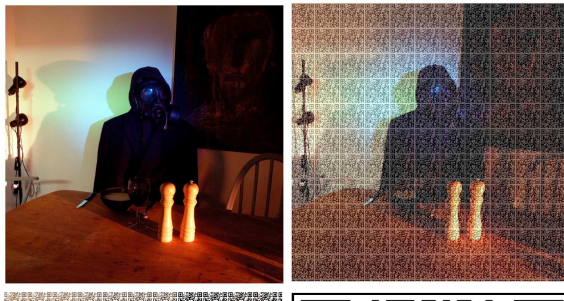
P10. *Hidden*

<http://tiny.cc/1bvkw>



P11. *Brands*

<http://tiny.cc/23ukw>



P12. *Untitled*

<http://tiny.cc/6hvkww>



P13. *Lost Code*

<http://tiny.cc/6hfkww> Words Have Meaning



P14. *Untitled*

<http://tiny.cc/wdvkww>



P15. *Untitled*

<http://tiny.cc/0fvkww>



P16. *Untitled*



P18. *Hidden World*

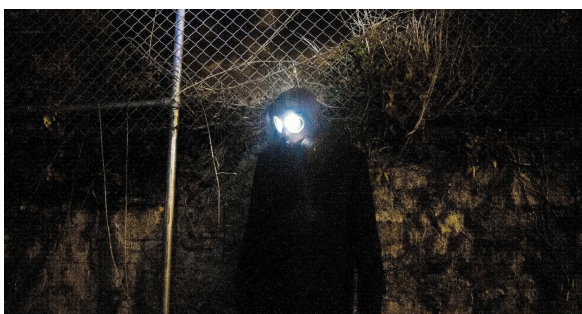




P20. *Untitled*



P21. *Untitled*



P22. *Untitled*



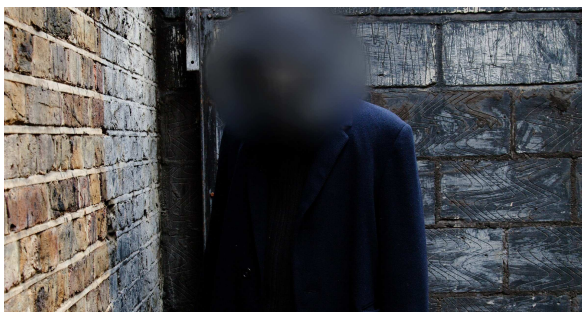
P23. *Untitled*



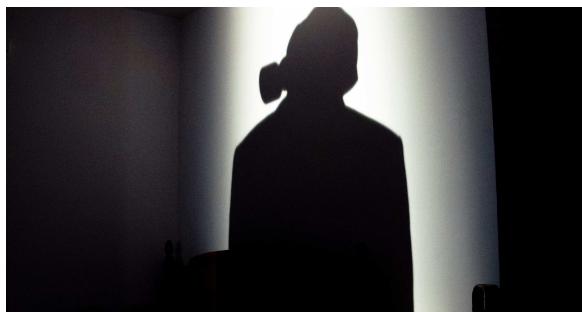
P24. *Red Mist*



P26. *Untitled*



P27. *Untitled*

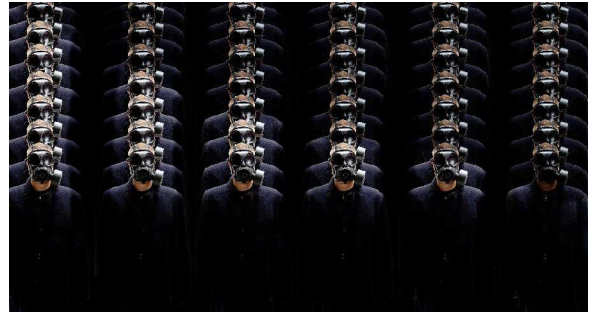


P28. *In The Shadows*





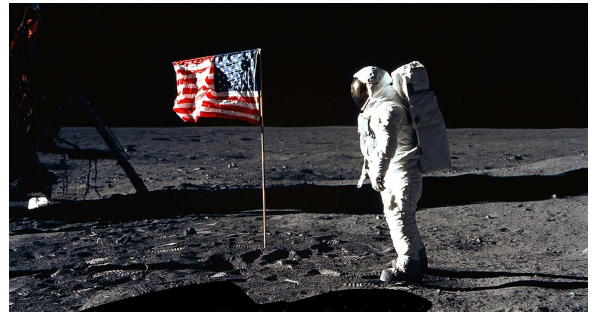
P29. *Untitled*



P30. *Birth of more Regulators*



P32. *Untitled*



P33. *Untitled*



P34. *Untitled*



P35. *Untitled*



P26. *Untitled*



P42. *X-ray*













