

TACTICAL ICE CREAM UNIT



The Center for Tactical Magic beats the heat with cool treats.

The ice cream vendor has long been synonymous with a roving oasis - a well-spring of refreshment; a reprieve from the heat; a cool intervention. In this regard, the Tactical Ice Cream Unit (TICU) is no different. The TICU rolls through the city in an act of interdiction that replaces cold stares with frosty treats and nourishing knowledge.

Combining a number of creative activist strategies (Food-Not-Bombs, Copwatch, Indymedia, infoshops, etc) into one mega-mobile, the TICU is the Voltron-like alter-ego of the cops' mobile command center. Although the TICU appears to be a mild-mannered vending vehicle, it harbors a host of high-tech surveillance devices, a booming sound-system, roof-top stage, activist supplies, free wi-fi internet, and of course, ice cream. With every free ice cream handed out, the sweet-toothed citizenry also receives righteous propaganda developed by local community groups. Other potential "Pop Ops" include monitoring police activity, running sting operations against corporate dumping, and supporting strikes, rallies, or civil uprisings. Serving as a vehicle both literally and metaphorically, the Tactical Ice Cream Unit merges activism, car culture, new media performance art, and Homeland Security while providing food-for-thought, good humor, and cool treats to beat the heat.

