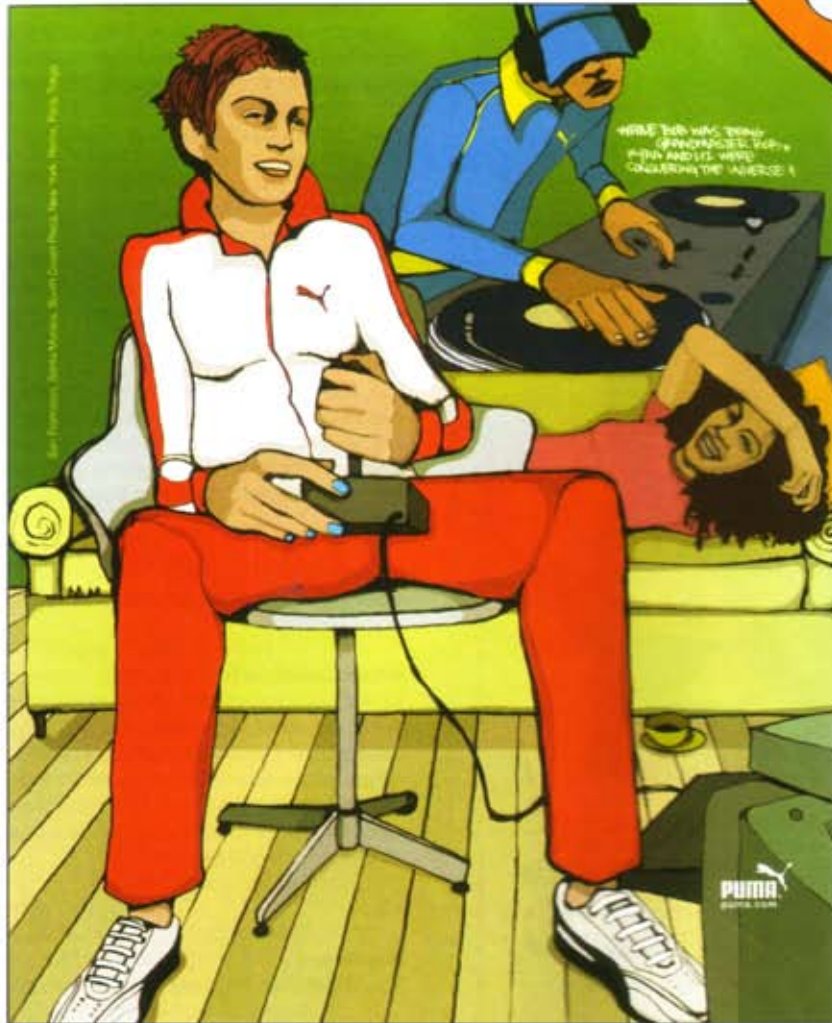


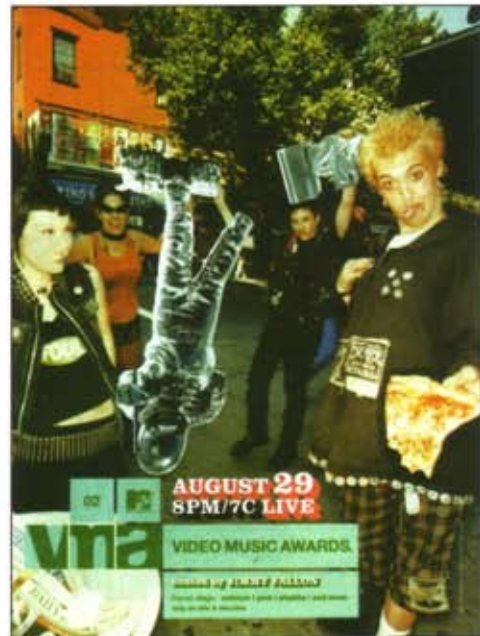
## Sight-ings

**Sighting: PUMA goes retro... with Atari?**

By Anthony Q. Casasnovas

B-boys, turntables, '70s-styled sweat suits, graffiti and various other aspects of old-school hip-hop are currently all the rage in pop culture and retro fashions. The most unlikely people are making what were once unique pieces of urban culture their own. Just the other day, my buddy's grandmother visited from Iowa greeting me with an, "Oh dip, I haven't seen your ill self in a while, my def funky fresh brotha." Keep in mind, this 74 year old woman was draped in an amalgamation of gold chains and sparkling purple sweat suit, with a clock around her neck and a backpack full of Krylon and fatcaps. Granted, the shameless rape of what was once a respectable subculture leaves a feeling in my stomach that only rancid yogurt can match, but sometimes it's interesting to see how such retro trends are utilized in advertising. Take this ad for example.

In this nifty Puma ad, you will find the nostalgia value played up to its fullest. Here we have three youthful types, all decked out in Puma clothing - hats, shirts, pants, and sneakers. They're all hanging out as one of them scratches vinyl in the background. He's Grandmaster Bob (according to the ad). In the foreground we've got Puma representative, Kyra. She's wearing so much Puma gear that she must be ready for a Cold Crush Brothers' show, but first, a game of *Combat* on... why, look at that... an Atari 2600,



Foul was spotted in this ad for the 2002 **MTV Video Music Awards**. Just look at how dominant we are, emblazoned across that punk chick's not so ample bosom. Surely, that must explain Foul's 5137% increase in subscription revenue. Never downplay free exposure, why, look at what it did for Paul Reubens. |||

**Gwen Stefani** may have earned herself the label of "Hot Broad" in the music industry, but her skinny blonde façade doesn't come close to touching Sega's *Jet Set Radio* series. Featured in No Doubt's "Hella Good" video, scenes of the Xbox's *Jet Set Radio Future* prove more exciting than the video's forced sultriness. We heard that Mr. Rosedale receives far less play than Gwen's copy of JSRF. Silly Brit, he should try being cel-shaded once in awhile. ||| While on a music video binge, we may as well mention that hip-hop buddies, **Method Man** and **Redman**, were spotted playing *Virtua Fighter 4* in a commercial for MTV's *Real World: Las Vegas*. Music, movies, TV, deodorant, what will these knuckle knobs do next? Our guess... *Brazilian Soap Operas*. |||

At Avenue A's saloon/dive, **Doc Holliday's**, you can mingle with dancing barmmaids while guzzling down cans (yes, cans) of two dollar Pabst Blue Ribbon. Also at Doc's, fifty cents will buy you time with a girly that every man or woman has played with at least once. Call her washed up, call her used, but **Ms. Pac-Man** stands alone, proudly, and just as much fun (after 17 cans of PBR) as she was in 1981. |||

Know of a videogame-related sighting? Tell us about it at [sightings@foulmag.com](mailto:sightings@foulmag.com).