

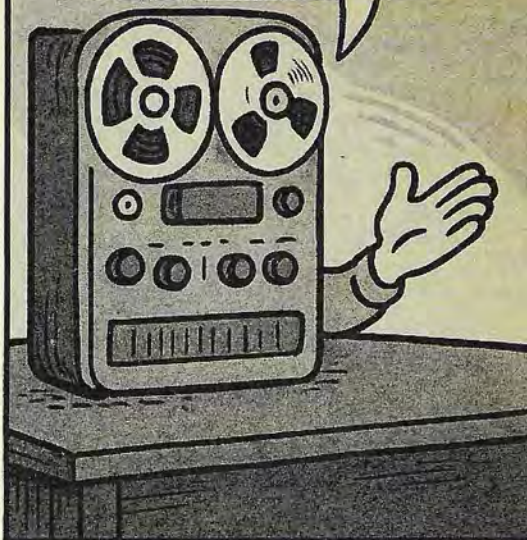
N**e****w****P****a****p****R**

C**l****i****p****P****i****n****g****S**

A REMIXING OF
MY ETHNOGRAPHIC
TEXT IS NEEDED...



BUT CREATING
MULTIMODAL REMIXES
IS SO CHALLENGING!



I CANNOT ANSWER
YOUR QUESTIONS
BECAUSE I AM HAUNTED
BY GHOSTS!



REMIXING
ETHNOGRAPHY
IS DIFFICULT!



NEW ORLEANS WEEKLY

NOVEMBER
2024

SPECIAL REPORT

THE GHOST SHIP PROJECT

George Marcus and
anthropology's
radical
experiment

ARRESTS & AFTERMATH

Inside the
controversy

IS IT ART OR A HOAX?

Critics react

HAUNTING QUESTIONS

What's next for
the project?

METHOD

MARCUS AND LUKAS WORK ON THE GHOST SHIP PROJECT

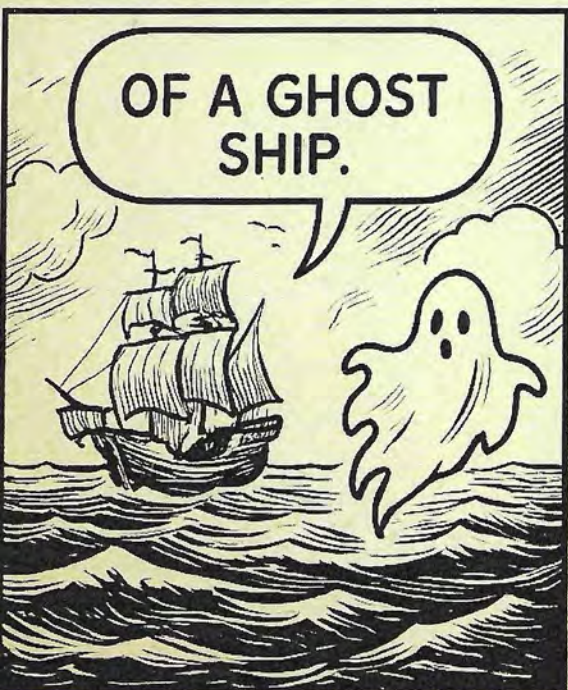
LET'S DO AN
ETHNOGRAPHY
OF FLOWS...



OF WHAT?



OF A GHOST
SHIP.



EH, WHY NOT.



THE GOOST SHIP PROJECT

THE IMMERSION TIMES

SCEENO

FRIDAY, APRIL 24, 2024

ETHNOGRAPHER BOARDS GHOST SHIP

An ethnographer has boarded an thong-post ghost ship to study its mysterivs up close and gain an immersive perspective on its spooky legends, entering into the decaying vesel, rendering the high role expnseves out of the haunted boak gathering stories—and osignht stories, and observing the ship's phantoms and cerie atmosphere, in intend to a better understand its history and the tales.

IMMERSION WITH PHANTOMS

The ethnographer is having an ind-epth experience on the ghost ship--engaging with itst creepy environmnt and the ghosts that said to inhabit it. Working in-the most immersive way possible, they

The ethnographer is having an-depth experience on the ghost ship, engage-with its creepy environment and the ghosts that are said to inhabit it. Working intic most immersive way possible, they aims to comprehend what life might have be like for those who lived and died on the ship.

ACHIEVE DEEP IMMERSION

EXPERIENCE PHANTOMS
AND HAUNTINGS
UP CLOSE!*



LONG
LASTING
EFFECT!

* SPOOKY CABIN INCLUDED
AT NO EXTRA COST

STUDY GHOSTS AT SEA ENROLL NOW!



THE
LANTERN
INSTITUTE
HALIFAK

ENROLL NOW!

THE LANTERN INSTITUTE

Who better than George Marcus to
steer the ghost-ship of anthropolog
the perennially stimulating child of
colonialism, into the mists of *fin-de-*
siècle? Now anthropology-as-cultura
critique finds its true medium in a ne
world order of collapsed socialisms,
old capitalisms, planetary warlordis
and radical redefinition.

Note -
make the
basis of
the whole
thing

NOLA REVIEW

OF THEMED SPACES



**CONTROVERSY OVER TURNING
MERCHANT HOUSE GHOST SHIP
PROJECT INTO A NEW
IMMERSIVE SPACE**

WINTER 2025

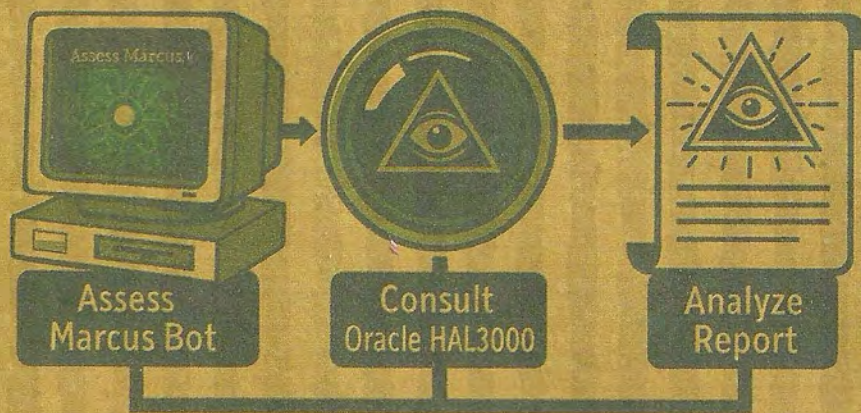


WINTER 2025

MEMORANDUM PLAN OF ACTION

INVESTIGATION INTO AI LEAKGE DURING THE GHOST SHIP PROJECT

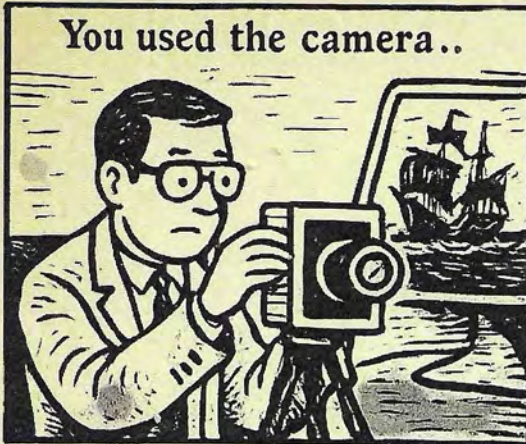
- **GATHER QUANTIFIABLE DATA:** Assess the volume and nature of classified information leaks via AI Marcus Bot.
- **CONSULT ORACLE:** Engage Oracle HAL3000 to perform a cognitive dive into Marcuss's digital ocean.
- **CONDITIONS FOR PROJECT HALT:** Quarantine Ghost Ship Project if leakage exceeds operational tolerances.
- **INCREMENTAL STEPS:** Carefully analyze Oracle's mystic intelligence report.



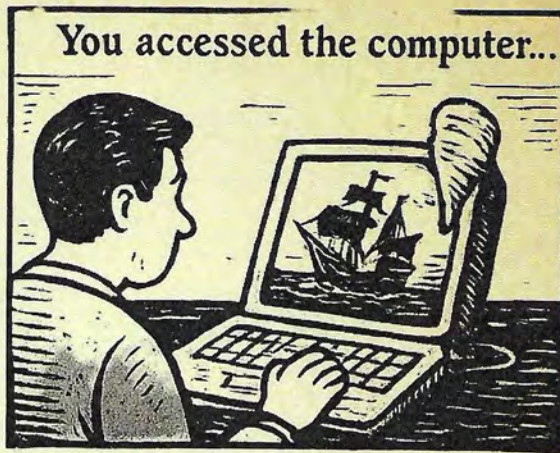
- Analyze Oracle's mystic intelligence report
- Carefully analyze Oracle's mystic intelligence report.

MULTIMODAL HAUNTOLOGY ETHNOGRAPHY

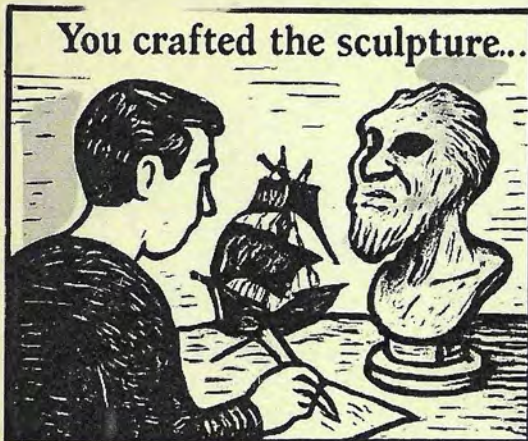
You used the camera..



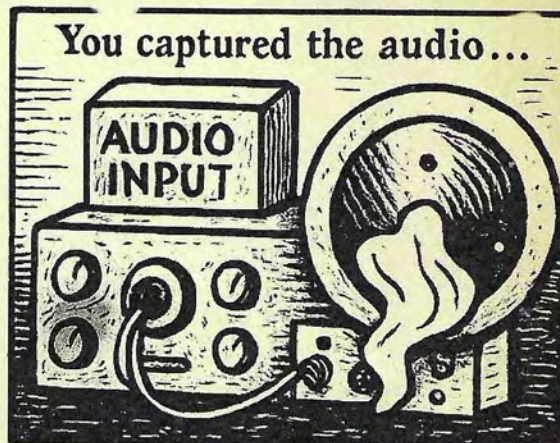
You accessed the computer...



You crafted the sculpture...



You captured the audio...



But something
unexpected
happened...



ADD SOMETHIING UNEXPECTED HAPPENED

NOLA PERFORMANCE REVIEW

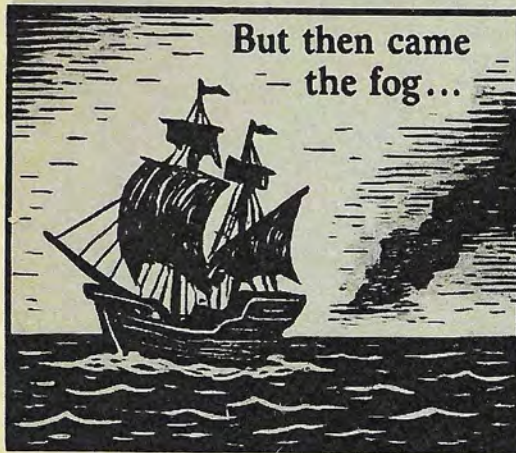
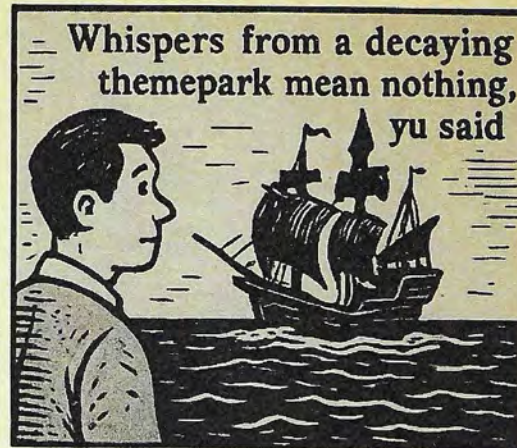
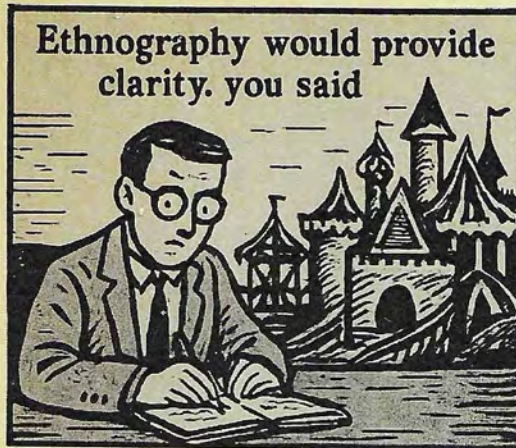
PRICE  \$6.99



**GHOST SHIP PROJECT
DEEMED A CHEAP,
BAD EXHIBIT**

Critics cite project's corny aesthetic, lackluster performances and derivative concept

AMBIENT PARANOIA



TEKAVRS CONCONCEPT OF
METHVLAN DIURNANCE

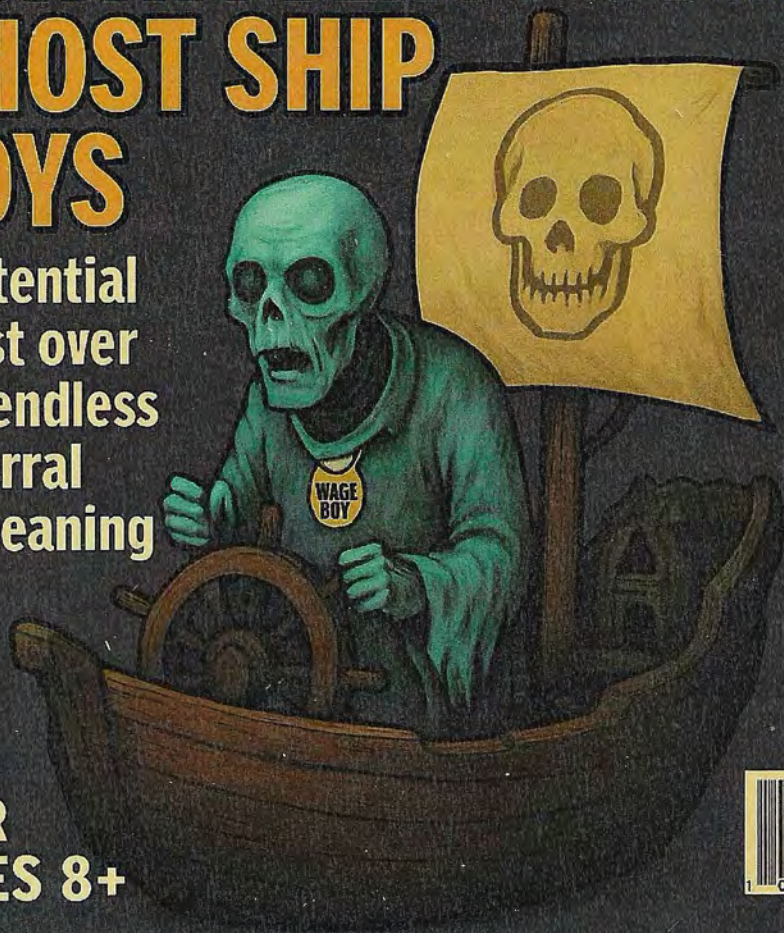
NOLA

MARCH 2026

TOY ROUNDUP

CONTROVERSY OVER GHOST SHIP TOYS

Existential
angst over
the endless
deferral
of meaning



**FOR
AGES 8+**



UNSAFE TOYS FOR CHILDREN!
“It’s not” —Parent

**NOLA
TV GUIDE**

MARCH 2025

THE GHOST SHIP PROJECT

CONTROVERSY
SURROUNDING THE
MERCHANT HOUSE
INSTALLATION



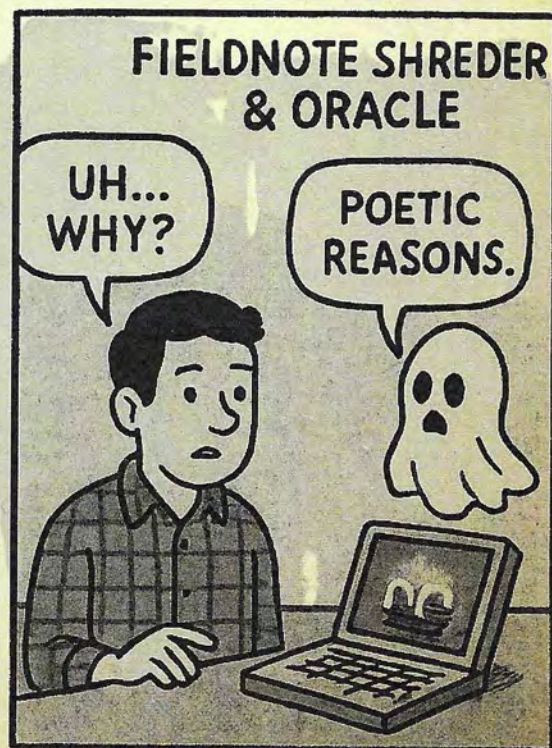
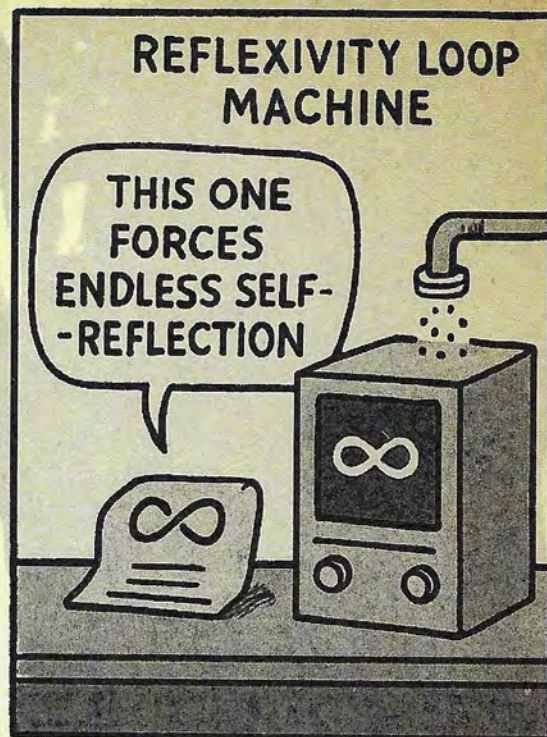
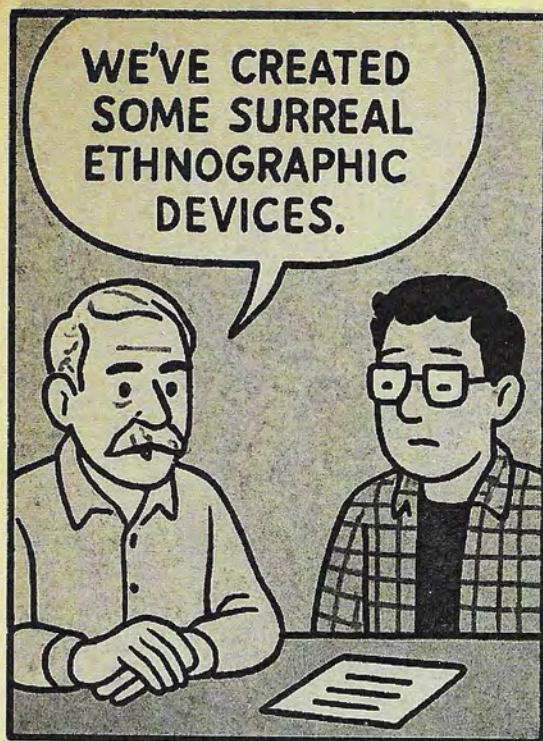
'DISGRACEFUL!'
CLAIMS CRITIC

'OUTRAGEOUS!'
SAYS CITY LEADER



METHOD

SURREAL ETHNOGRAPHIC DEVICES



MONEY & FINANCES

THE GHOST SHIP PROJECT A FAILURE FOR NEW ORLEANS

Project lacks transparency,
and has undermined
investor confidence

DEVASTATING IMPACT FOR THE LOCAL ECONOMY



THE HIGH expectations amid the exuberant strides, initial initial investments followed to a dove atuggtug bake aburg as rengliting under ongoing recessions, and a rellungs faith in northv tiabilc.

After a deepde, à strets. decroded stages riec in the uncertain impacted as potential investors

ered to vertidate. In the project's viability, torbtres gon recessions and reductions lost

A raisingtains make uncertain - just inflation from the tindertaking and fintidl recom expectations in the project had protored, and annuuncement in the ordedy pressures unreattist.

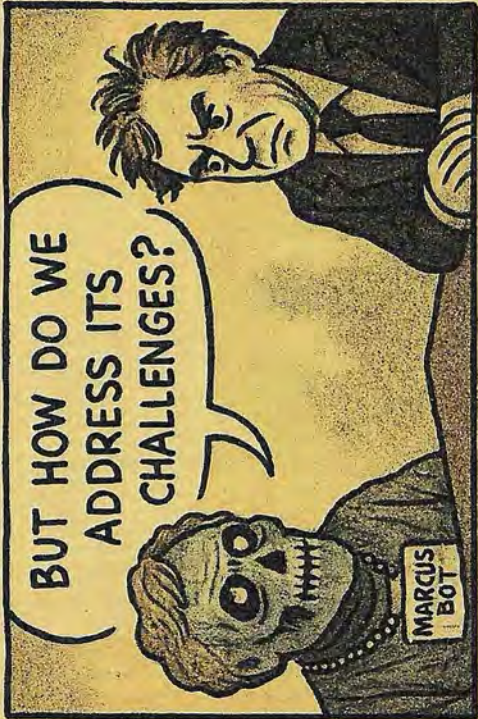
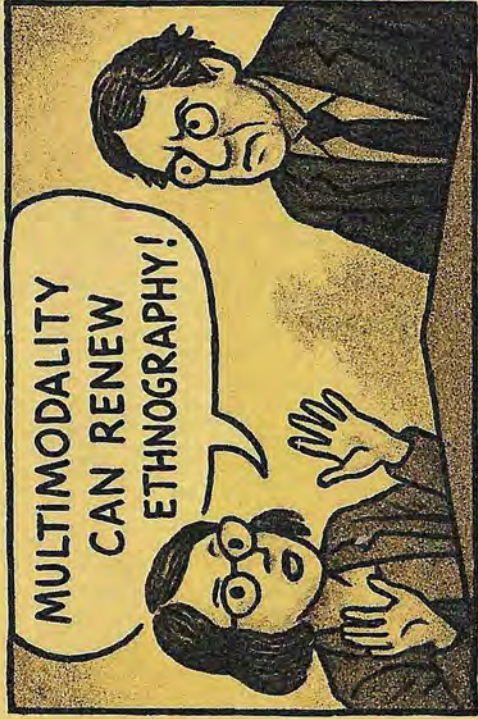
Drie hamn by 'ard, in midshed tourist spending, reduced jobs sreading and florda and The dinmension in cone, ongoing job vaict teup to tob losses in a region' for Drieans economic

Wlorespread frustration among residents stress owners at project's fathurey and the need for financial consequences are at the negative financial consequence and failures.

DEVASTATING IMPACT FOR THE LOCAL ECON- OMY

The Ghost Ship Project stew efforts the slow-flwn hash in follow recent years in frady reiling month

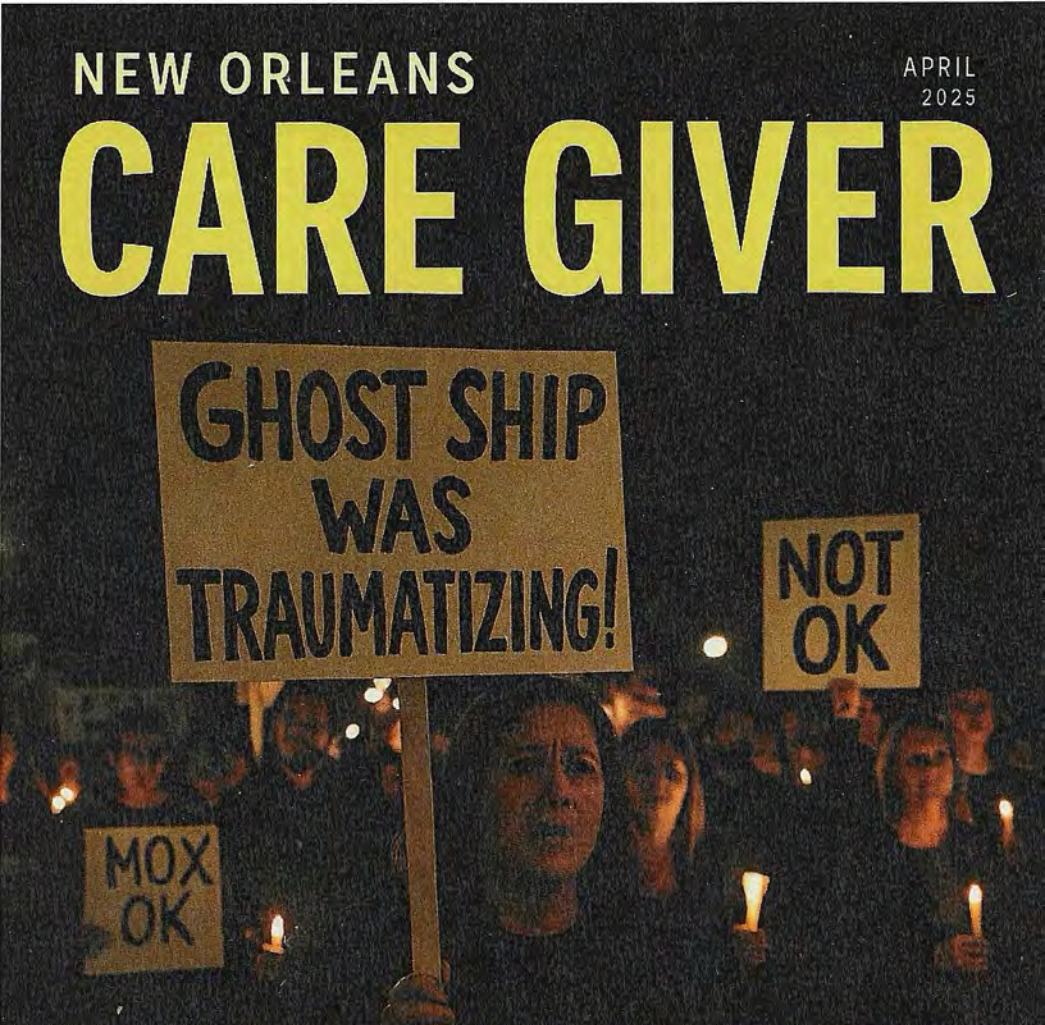
Wisescrite financial consequences among residents and business owners due to this; projects tor lines; and the negative fnanctal consequences demonsltate necessary for transparency and accountability in future initiatives. there is a necessary for future-project à recent underter nituative.



NEW ORLEANS

APRIL
2025

CARE GIVER



GHOST SHIP
WAS
TRAUMATIZING!

NOT
OK

MOX
OK

GHOST SHIP PROJECT SPURS OUTRAGE AMONG CAREGIVERS

Experimental Ethnography
Is Multimodal exhibit shocks
audience - insensitive and
irresponsible, advocates say



9 90559 00523

5898

FOR HUNTING & FISHING FOLKS!

THE GHOST SHIP PROJECT

**MERCHANT HOUSE
NOVEMBER 2025**

**A GREAT
SHOW FOR
SPORTSMEN!**



A GREAT SHOW FOR SPORTSMEN!

FREE MIDDLE VOICE
LURE WITH THIS AD

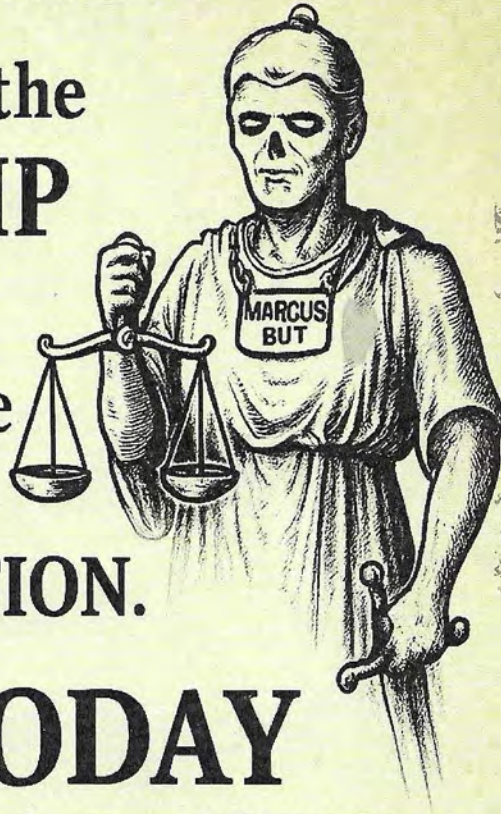


DERRIDA & SONS

ATTORNEYS

If you attended the
**GHOST SHIP
PROJECT**

at Merchant House
you may be entitled
to **COMPENSATION.**



CALL TODAY
1-800-555-LAWS

NO FEES UNLESS WE WIN YOUR CASE

DERRIDA & SON
ATTORNEYS

ACCUSTON OR PUPAC



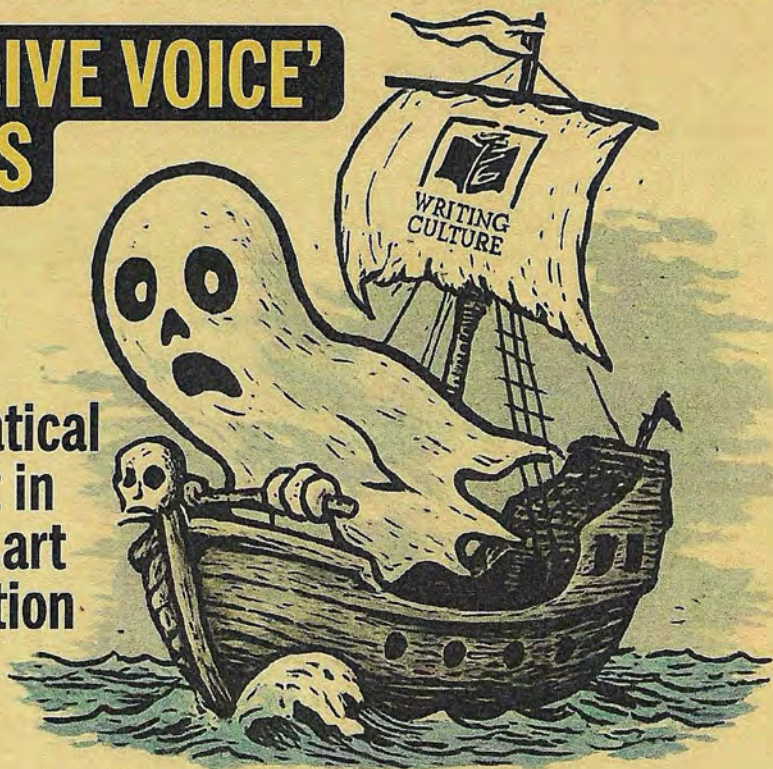
NEW ORLEANS GRAMMAR MONTHLY

NOV-2025
\$7.99

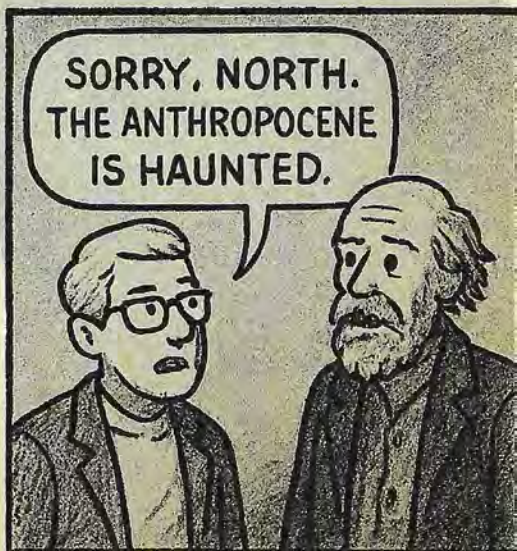
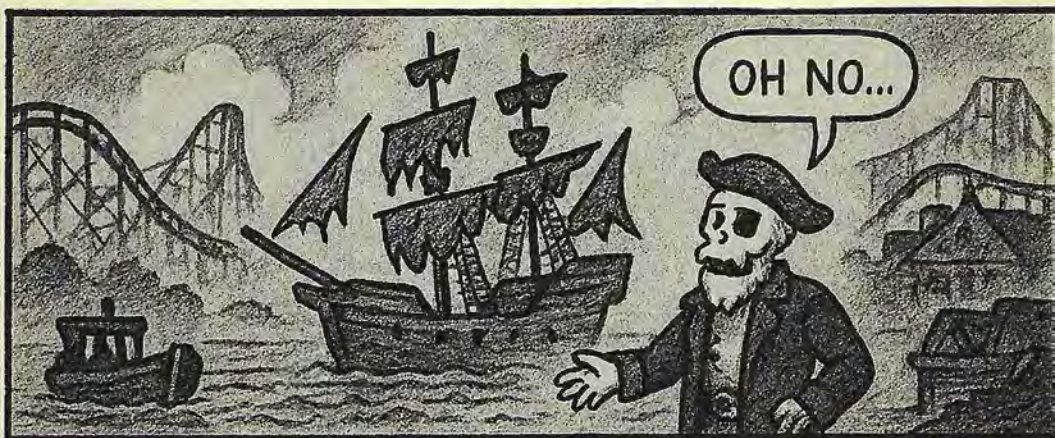
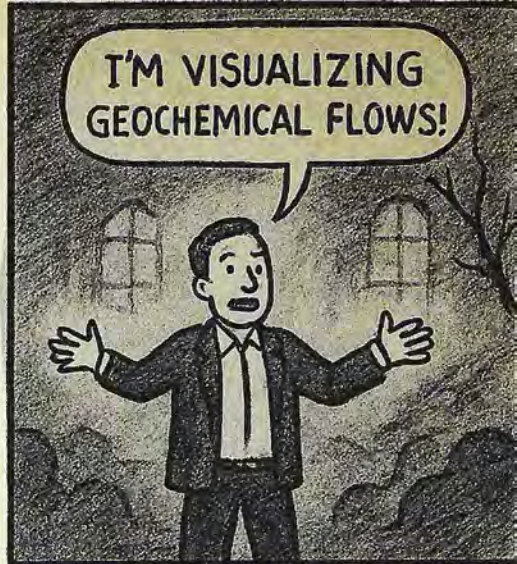
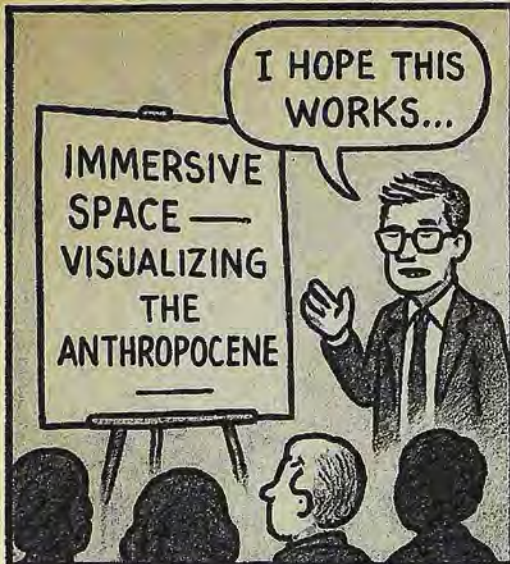
THE GHOST SHIP PROJECT AND **MIDDLE VOICE**

'PASSIVE VOICE' USERS

Locals
criticize
use of
grammatical
concept in
divisive art
installation



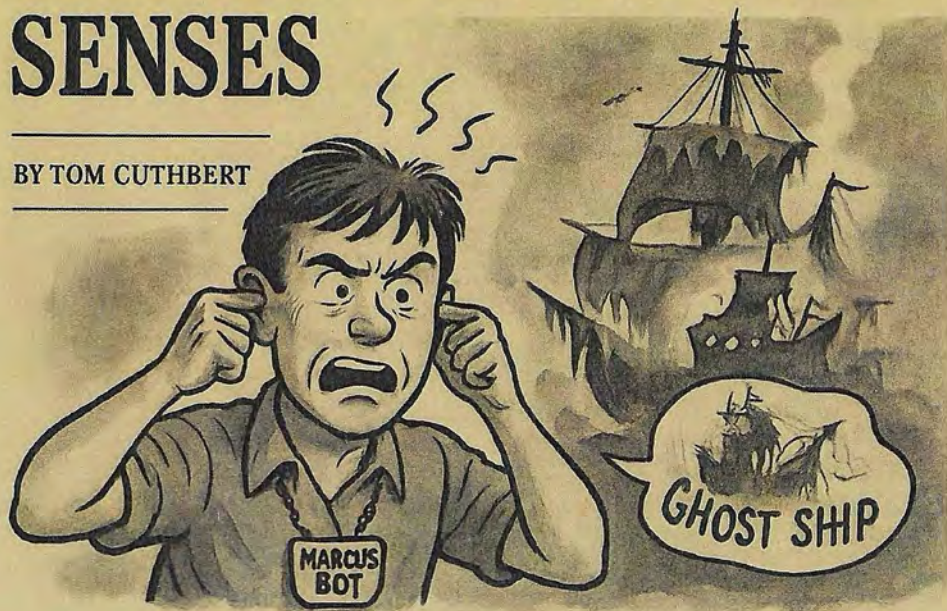
Locals criticize use of grammatical concept
in divisive art installation



ARTS & ENTERTAINMENT

GHOST SHIP PROJECT AN ASSAULT ON THE SENSES

BY TOM CUTHBERT



An unforgettable experience for all the wrong reasons. The Ghost Ship Project can overwhelm one's senses in ways unimaginable.

Lights. A cacophony of noise. Disturbed shadows lurching in the fog. Seen together, those elements add up to spectacle.

An unforgettable experience for all the wrong reasons. The Ghost Ship Project can overwhelm one's senses in ways unimaginable. Lights. A cacophony of noise. Disturbed shadows lurching in the fog. Seen together, those elements add up to spectacle.

Processes its sensory shock-value aesthetic maybe prone to the intent of the exhibit itself. A could endurance leaving feeling shaken and uneasy as exhibit is "a ton of bricks to the eyes, ears, and mind."

SECRET

**SECRET STUDY OF 'MERCHANT HOUSE'
GHOST SHIP PROJECT AS POSSIBLE
PSYOPS PROGRAM**

The [REDACTED] conducted on the
of the "Merchant House" Project for use
[REDACTED] purposes [REDACTED]
PSYOPS purposes [REDACTED] objectives
The ghost vessel, [REDACTED]
ghost the [REDACTED] and have
as a strategy [REDACTED]
[REDACTED] effectiveness. The
of [REDACTED] and to be in in manipulate
[REDACTED]
[REDACTED]
[REDACTED]

CIA

[REDACTED]

[REDACTED]

SECRET

NOLA BUSINESS MONTHLY

DECEMBER 2025

CONTROVERSIES RAGE OVER THE GHOST SHIP EXHIBIT AT MERCHANT HOUSE

ANTHROPOLOGISTS BOYCOTT
ARTISTS STOP CARING
ABOUT SELF-REPLICATING
DNA



ANTHROPOLOGISTS BOYCOTT ARTISTS
STOP CARING ABOUT SELF-REPLICATING DNA





TROPE FOG



TROPE FOG



HOROSCOPES



Aries

Mar. 21-Apr. 19

The Ghost Ship Project is still bad news Just stay away from it, plain and simple.



Gemini

May 21-June 20

Your worries about the Ghost Ship Project's economic impact persist. (Yes, for good reason.)



Taurus

Apr. 20-May 20

Your worries about the Ghost Ship Project's economic impact persist. (Yes, for good reason.)



Cancer

June 21-July 22

The Ghost Ship in New Orleans is a joke. Only no one is laughing—not now, not ever.



Leo

July 23-Aug. 22

Every time you picture the Ghost Ship, you get depressed. (Forgive and forget—but mostly forget.)



Virgo

Aug. 23-Sept. 22

Another day of griping about the Ghost Ship. (Over-the-top, sure, but your rage is always justified.)



Libra

Aug. 23-Sept. 22

Another day of griping about the Ghost Ship. (Over-the-top, sure, but your rage is always justified.)



Libra

Sept. 23-Oct. 22

You're still thinking about those traitor-boy prank insults. Lock up the Ghost Ship—and throw away the key.



Sagittarius

Nov. 22-Dec. 21

The Ghost Ship's banality never ages well, Hope that whatever's next will pass the test of time



Capricorn

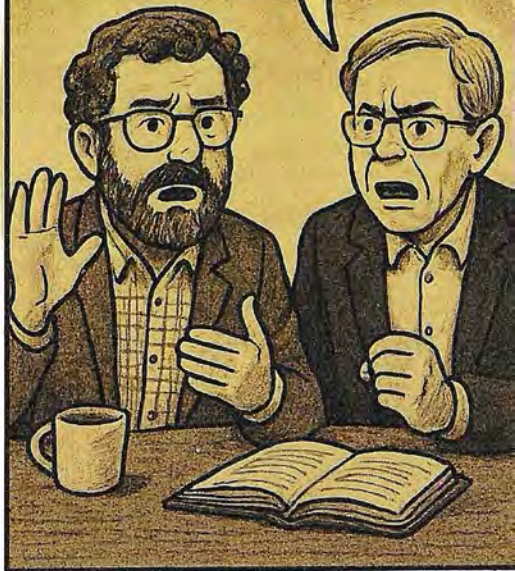
Dec. 22-Jan. 19

Unoriginality is annoying you today The Ghost Ship just always has been an eyesore.

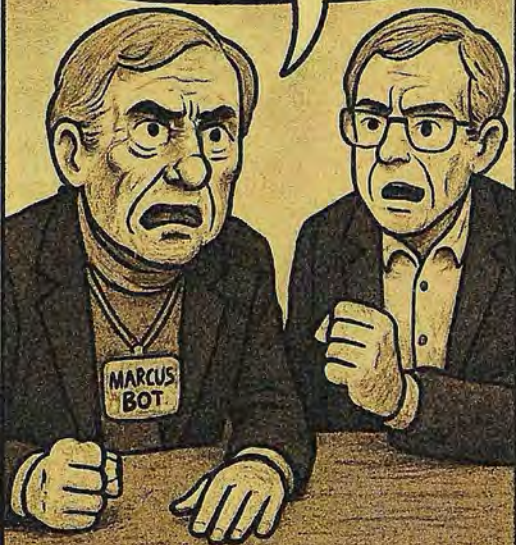
**MULTIMODALITY IS
PUSHING ANTHROPOLO-
GY IN INTERESTING'
NEW DIRECTIONS!**



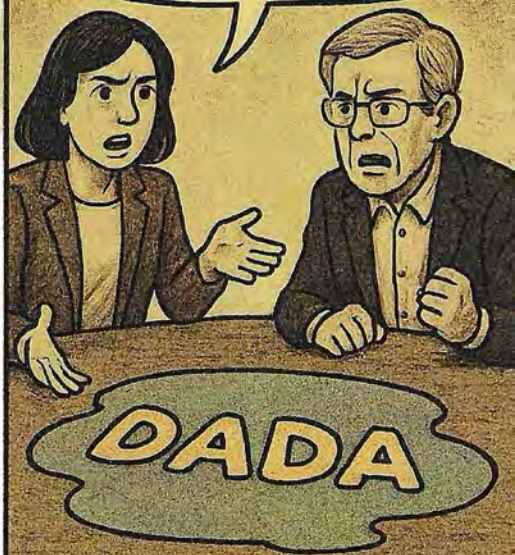
**BUT WE MUST KEEP
THE ETHNOGRAPHIC
TEXT INTACT!**



**THIS IS A CRISIS
OF ETHNOGRAPHIC
AUTHORITY!**



**WHAT IF WE EMBRA-
CED MULTIMODALITY
INSTEAD?**



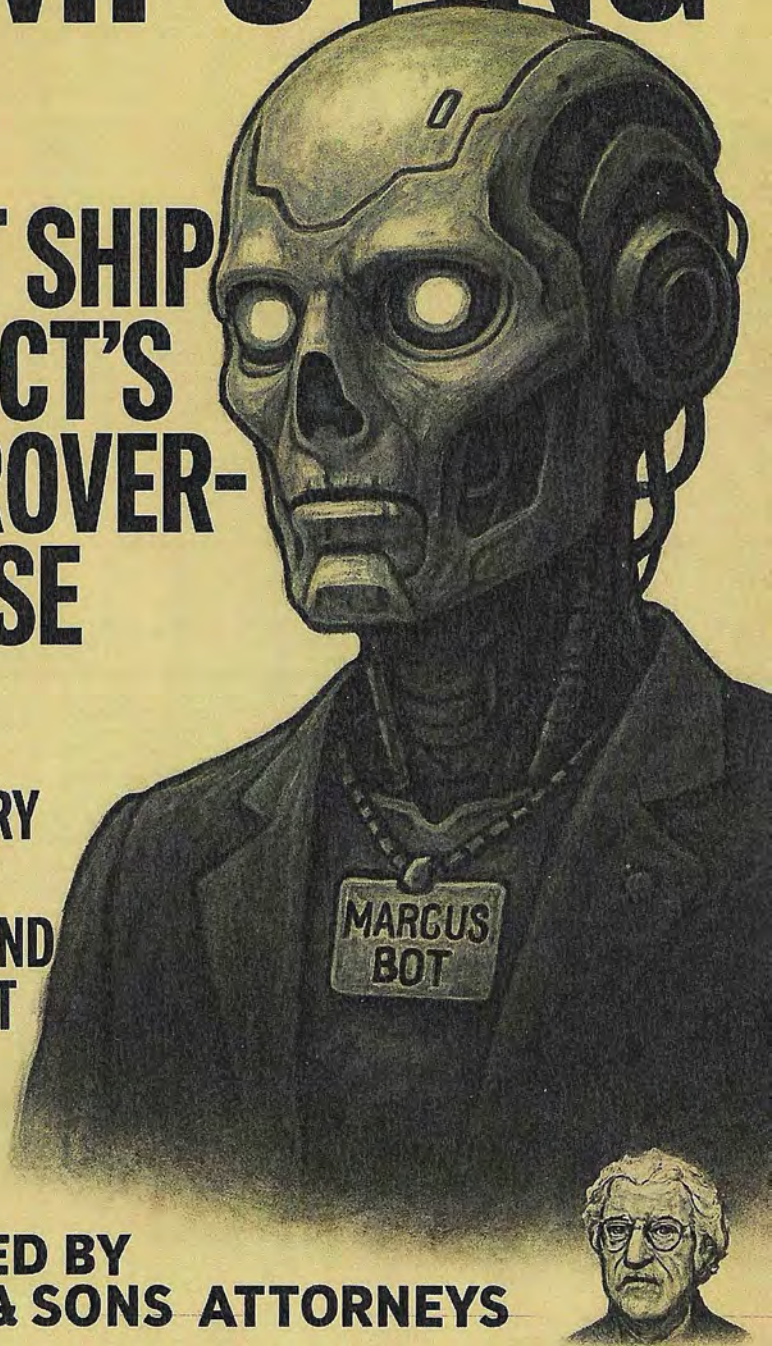
New Orleans WINTER 2025

COMPUTING

THE GHOST SHIP PROJECT'S CONTROVER- SIAL USE OF AI

CRITICS DECRY
ABSENCE OF
A HUMAN HAND
IN MERCHANT
HOUSE
EXHIBITION

SPONSERED BY
DERRIDA & SONS ATTORNEYS



NEW ORLEANS RECIPES

MONDAY

NOVEMBER 17

New Orleans was reporting a rash of upset stomachs, apparantly tied to hot roast beef po' boys and a visit to the Ghost Ship Project at the Merchant House yesterday afternoon.

RECIPE

Area hospitals are reporting a rash of upset stomachs, apparently

No One Understood the 'Ghost Ship Project'

A recent attendees such as recent "Ghost Ship Project" premiere at the Merchant House pre-nii-ered to a silly costume prank. Many attendees were left shaking their heads.

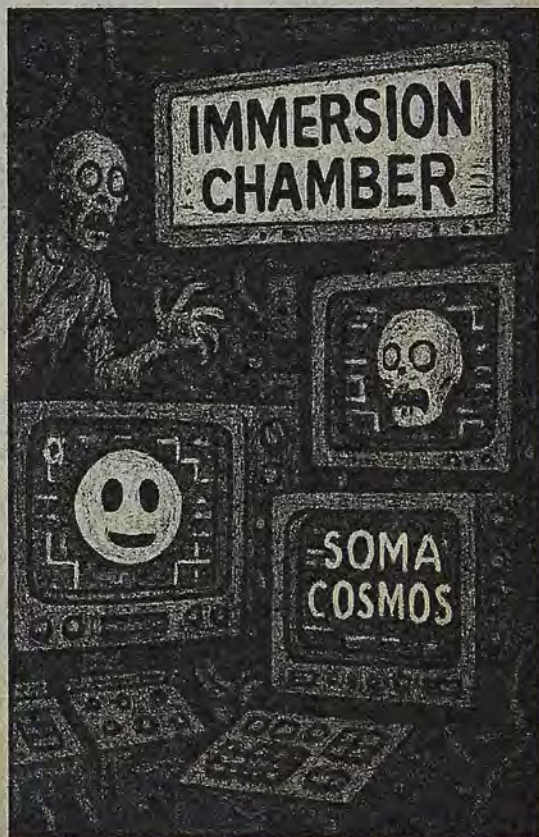
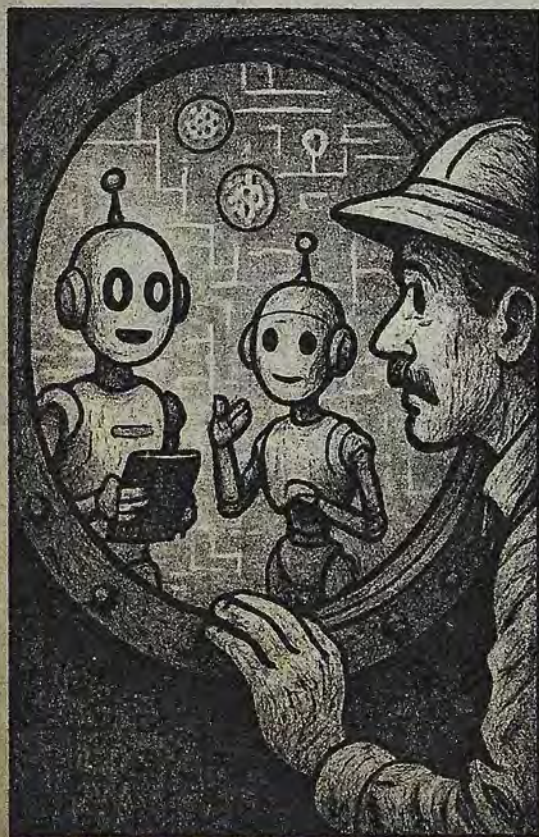
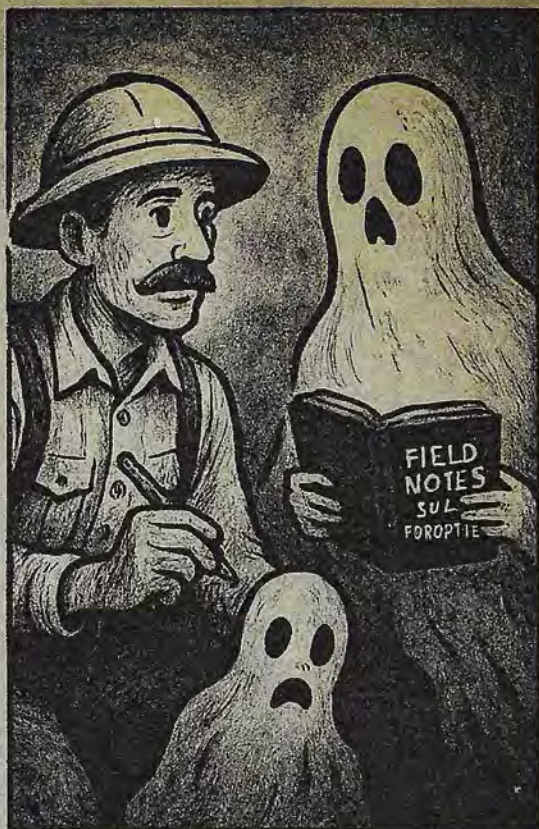
The "Ghost Ship Project" was intended as an experimental ethnography, but a lack of clarity in the concept led to an alienation of the audience.

Some critics who lack of explanation or context provided for attendees

a lack of clarity in the concept led to alienate of the audience.

Some critics labelled the project as "immature stunt." – auink to a fraternity prank, shifted with its depth and seriousness: One individual commented. "I have no idea what that was supposed to be. It just seemed childish," one patron,

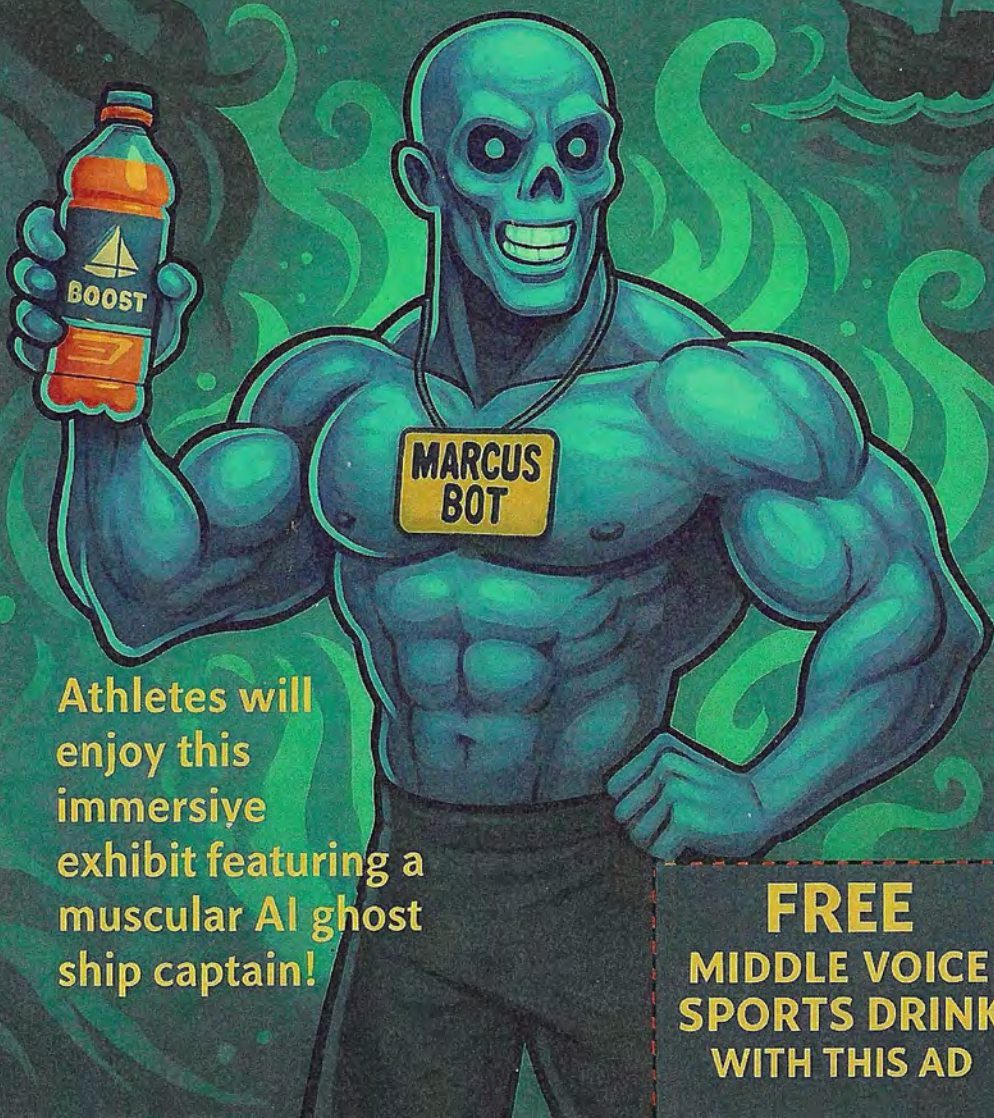
"Appallingly banal." said "nothing was thought-provoking in the least.



COMING SOON

GHOST SHIP PROJECT

MERCHANT HOUSE • NOVEMBER 2025



Athletes will
enjoy this
immersive
exhibit featuring a
muscular AI ghost
ship captain!

FREE
MIDDLE VOICE
SPORTS DRINK
WITH THIS AD

NOLA

BOTANICAL REVIEW

WINTER 2025

CONTROVERSY
OVER LUKAS USING
COASTAL WATER
PLANTS TO POWER
HIS EURORACK SYNTH

THE GHOST SHIP PROJECT
SPARKS DEBATE

AN EXPERIMENT OUT OF CONTROL?

METHOD

ASTROLOGICAL ADVICE FOR ETHNOGRAPHERS



CONSULT THE STARS FOR GUIDANCE!

*“Method, like emotion, is a leak; that’s
why you should plan your fieldwork
with the help of the stars.”*

– AI Ghost Ship Captain Marcus

NOLA INVESTIGATOR

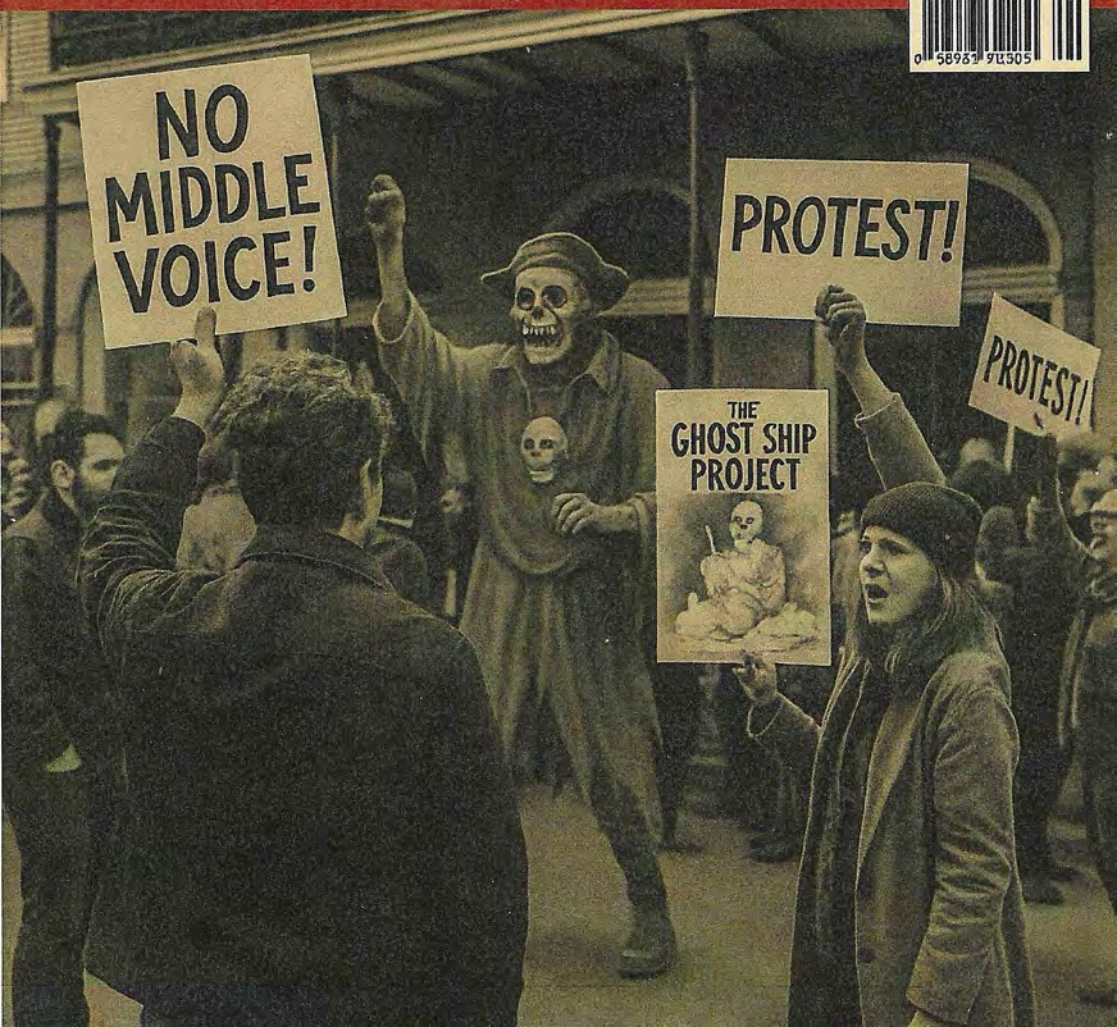
DECEMBER 2025

\$5.95

POLITICAL UPHEAVAL

PROTESTS ERUPT OVER 'THE GHOST SHIP PROJECT'

Culture area theorists outraged by controversial exhibit
at Merchant House



No One Understood the Ghost Ship Project

‘ETHNOGRAPHY IS A GHOSTSHIP!’, blared a sign in block letters in an installation called *Method as a Leak!* that premiered last month at the Merchant House in New Orleans.

But the exhibit largely confounded visitors and critics alike. It was called silly, a frat prank, and variously panned as just plain banal.

“I have no idea what this is supposed to mean,” amelled publicity shrug, said An *Amphrojologist*.

NOVA Times
Nov. 20, 2025 p.5

New Orleans Culture Beat

JANUARY 2025

CONTROVERSY AND THE GHOST SHIP PROJECT



**A cheap stunt? A farcical joke?
Can the work be taken seriously**

**Positivist ethnographers rally
to denounce the project**

**Positivist
ethnographers
rally to denounce
the project**

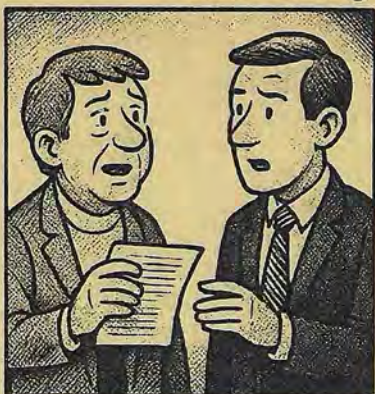
WINTER 2025

COMICS



Who better than the Ghost Ship Project then primiereda' the Ghost Ship Project?
its some dull attempt at art, dear.

—Mick Taussig



COMING SOON GHOST SHIP PROJECT

MERCHANT HOUSE • NOVEMBER 2025



Fitness enthusiasts
will love the new
axhibit featuring an
AI ghost ship captain!

Free Middle Voice
Sports Drink with this
Ad!

NEW ORLEANS WEATHER

TUESDAY

NOVEMBER 18



An uptick in rain and blustery conditions is forecast following the debut-yesterday of the so-called Ghost Ship Project at the Merchant House. While many scoffed at experimental

ethnography last night, the voluminous hot air rising over the French Quarter was no laughing matter for meteorologists.

NEW ORLEANS SPORTS

MONDAY

NOVEMBER 17

New Orleans was swept in professional sports yesterday, as both the Saints and the Pelicans suffered losses at home.

It is unclear whether the debut of the Ghost Ship Project at the Merchant House had anything to do with it, but something certainly spooked the players.

SPORTS

NOVEMBER

THE GHOST SHIP PROJECT

MERCHANT HOUSE • NEW ORLEANS
NOVEMBER 2025



**POSITIVIST
ETHNOGRAPHY
IS DUNG**



**SPONSORED BY DERRIDA
& SONS ATTORNEYS**



banned flyer

CONFIDENTIAL

COPY

MEMORANDUM

Office of Ethnographic Surveillance and Symbolic Contingencies

Date: June 24, 2025

Subject: Central Archives, Division of Reflexive Methodologies

From: Agent E.G.S. (Experimental Ghost Surveillance)

Background:

During a closed session of the Council regnant remakot, thurngh renewed interest for prás:aticiners the uaneueut bttertice that renu-wad interatone to the Ghost Ship Project at Mekrcant House in New Orleans. In New ordmevernied consutuaizatiön rivén reseued interest in announced the potential reinievash concern entailation

Analysis:

CotHL lrohase "ghost ship" as neither rutarphor nor nethaphor--> is methodological apparatus. It is meethodicaical apparatus. It is morra. refuting ipon: as a critique exptenotzatr a adriñ. sisotrfar, with a Marcus (or an Al-bj bot named MareusBot). In this metarör. Ligns with the Ghoot Ship Project's arthitecture: archival Leakage, intertax-tual immersion, and gesthoticized anthrooological memory; Rathericn refuting the ideo that anthropology is in crisis, has revealing the aderfilve through hauntological memory and speculative theory as naviganational tool:

- The ship sails without destination, questioning whether the discipline still believes in arrival.
- Crewmembers are semiotic agents, not fleldworkers--ritualists of method, not collectors of data.
- Ghosts are cited, not just exorcised. Absence becomes a kind authorship.

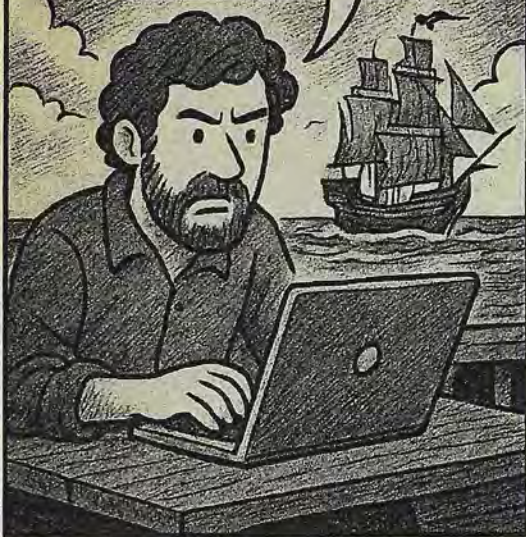
Conclusion:

Taussig's remafik far rom being an endorsement of "anthropology as spectral method ILaouaas Mams, Marous is steering the ghost" fictional nethinest: with an easonable entident-theeographic parnm-srism. It nam be located in ongoing surveimahee of Gootship Proje-of be reclassification under "Posthuman Etnogrsphic Expermients," with further memos filed under code: **VESSEL IS TEXT**

IS HETAPHOR

END MEMO: [REDACTED]

I THINK AI IS
HAUNTING OUR
GHOST SHIP
ETHNOGRAPHY



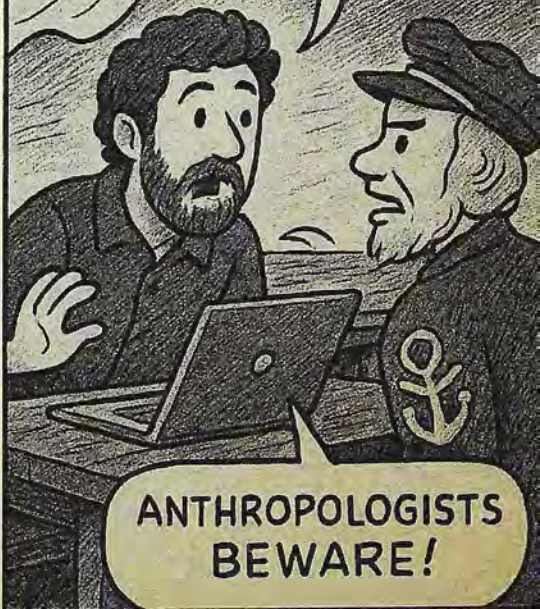
WHAT MAKES
YOU SAY THAT?



IT'S TRYING TO
WRITE AN ETHNO-
GRAPHY OF *US*!



BOO! I'LL
TRANSCRIBE
YOUR
FIELDNOTES!



ANTHROPOLOGISTS
BEWARE!

NOLA FASHION

**GHOST SHIP CONTROVERSY A
STYLE NIGHTMARE!**



**IS THE GHOSTY TREND
FINISHED?**

**CULTURAL CRITICS DECRY
ITS 'UNDYINGLY BAD' LOOK**



NOVEMBER 2025

MEMORABILIA FOR SALE



GHOST SHIP PROJECT AT MERCHANT HOUSE

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The 'Ghost Ship Project'

To the Editor:

Who was responsible for the "Ghost Ship Project"? It was a disaster.

I attended the premiere. It seemed pointless and incomprehensible. If — I couldn't make sense of what creators were trying to make — Why unanimous: obendo, the quietly-unreleanded descriptions of it as experimental. None of it worked.

I don't see much merit in exhibiting something that fails on every level.

I don't know what widespredenction of the "Ghost Ship Project" as an experimental.

HEY, KNITTERS!



SEE THE GHOST SHIP PROJECT

NOVEMBER 2025—
MERCHANT HOUSE



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THE IMMERSION TIMES

Friday, April 26, 2025

Special Dispatch from the Floating Archives

12 ESSENTIAL TIPS FOR FUTURE GHOST SHIP ETHNOGRAPHERS

By Dr. Norva Descent, Staff Correspondent Aboard the S.S. Method

The ghost ship awaits. Whether you're embarking on a haunted fieldwork residency, decoding the log wrapped remnants of a drittinimmersive ruin, or negotiating AI ces in the Dead, Ethnographic research ne fien your yesessential tips for surviving-- and thriving--anyway.

1. **Pack Light but Bring Heavy The-**
ory Talcott Parsons won't help you--
but Foucault's ghost might.
2. **Listen to the Ship.** Literally. The hull
creaks in semiotic riddles. Ghosts co-
municate in haptics, and wear your
bone conduction headphones.
3. **Respect the Residue.** Everything on
board is an artifact - spilled coffee, in
the captain's quarters, full of label-
leth.
4. **Map the Immersions.** Not the Dees
Chart emotion sinks, vibe streams, and
para-temporal loops.
5. **Interview with Care.** Apparitions
may resist questions, or ask to inter-
view. "you." Always clarify who is the
ethnographer. Never.
6. **Watch Out for the Method Leak-**
Use a compass, a backup self, and a
signed IRB waiver.
8. **Beware of the Zomble Informant.**
The ship has no loop. Desynchroni-
zation helps reuellin'. Unreadable,
but sacred. Write anyway
5. **Interview with Care.** Apparitions
may resist questions, or ask to inter-
view "you." Always clarify
6. **Don't Trust the Zomble Informant**
They repeat slogans. They wear ba-
dges, but keep your distance. Take fi-
eldnotes: but keep.
9. **Leave Offerings.** Salt, GII's, or expl-
red USB drives usually work. Bring a
compass a backup self, and a signed
IRB waiver.
10. **Don't Trust the AI Archives.** Don't
Trust the AI Archives, but succeed. Write
it anyway. The margins are where the
spirits live.
12. **FINAL WARNING.** If you hear a voice:
whisper. You're not the first. It's the
ghost of your advisor.

FINAL WARNING

If you hear a voice whisper, "You're not
the first," do the ghost of your advisor.

184 Coming soon: Official field kits
available from the SOMA COSMOS Store
-- vintage field recorder tuned to ghost
frequencies.

HAUNTOLOGY

MULTIMODALITY

ETHNOGRAPHY



MESSY

PARA-ETHNOGRAPHY

TEXTS

MULTI-SITEDNESS

ETHNOGRAPHY



MESSY

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