



# ADHERENCE FACTOR

## DUCT-TAPING THE *DUKE LAW JOURNAL*

*Duke Law Journal*

In early December 2019, Maurizio Cattelan duct-taped a couple of bananas to a wall in Miami. They sold for \$120,000 apiece.<sup>1</sup> There have been copycats of various sorts,<sup>2</sup> none better than the *Duke Law Journal*. Its contribution is reproduced in black-and-white on the next page. In the original, the wall to which the *Journal* is duct-taped is beige, the *Journal* itself is cream (not yellow), the lettering on the *Journal* is blue, and the duct tape is, as it should be, gray. Well done, Duke.

— The Editors

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*"The first issue of what was to become the Duke Law Journal was published in March 1951 as the Duke Bar Journal. Created to provide a medium for student expression, the Duke Bar Journal consisted entirely of student-written and student-edited work until 1953, when it began publishing faculty contributions. To reflect the inclusion of faculty scholarship, the Duke Bar Journal became the Duke Law Journal in 1957." About, [dlj.law.duke.edu/about/](http://dlj.law.duke.edu/about/). Copyright 2019 Duke Law Journal.*

<sup>1</sup> Kelli Kennedy, *Banana, duct tape add up to \$150,000 at Art Basel Miami*, Associated Press, Dec. 8, 2019, [apnews.com/cb965207555a97f8907553d1ee23f222](https://apnews.com/cb965207555a97f8907553d1ee23f222) (noting that a third banana was to be sold to a museum for \$150,000).

<sup>2</sup> Megan McCluskey, *There's a Totally Reasonable Explanation for Those Taped Up Bananas Popping Up All Over the Place*, Time, Dec. 11, 2019, [time.com/5748289/taped-banana-stunts/](https://time.com/5748289/taped-banana-stunts/).

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