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.1 There have been copycats of various sorts,2 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

"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/. Copyright 2019 Duke Law Journal.

1 Kelli Kennedy, Banana, duct tape add up to $150,000 at Art Basel Miami, Associated Press, Dec. 8, 2019, apnews.com/cb965207555a9788907553d1ce23f222 (noting that a third banana was to be sold to a museum for $150,000).

2 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/.
Trying to increase our impact factor, hope this works