

same - same

but different

same-same but different

'same-same but different' is a South/East/Asian colloquial way of pointing out something still is different despite its similar nature with what its being compared to. This booklet recognises and brings together some references that follow this idea - of how difference exists despite, and perhaps, *because* of similar visualities.

This book is an archive of references and images that interrogate questions of value of cultural symbols and artefacts through symmetrical motifs. It explores the idea of translation from one point to another—sometimes linear, sometimes satirical—where value shifts in the negative space between images before it reaches the other side. Between each pair sits a tension, where culture is reinterpreted and revaluated, mostly as these motifs circulate and find belonging in different ways. The project examines how source material and/or forms with higher cultural capital, establish certain precedents that are then dismantled or reshaped through parodies, imitations, and other circulated versions.

Bootlegging and counterfeiting examples challenge cultural capital in this enquiry - like Yilong Ma, in almost a Shanzai way, or *Majnu Bhai's* questionable painting- there is a certain liberation in subverting the standard that the motif starts out with.

The book also operates as a scale, with "higher" capital on one end and "lower" capital on the other. This comparison raises questions of equitability, since the conditions shaping the

meaning of each image differ significantly, and also exist independently. For eg. The Local Kolhapuri slippers (p.9) still have more cultural capital within its local populace, no matter its co-option by Prada. Conversely, Yoga (p.15) has found far more patronage in its modern image than its prior one. These examples reflect their own realities. In doing so, it challenges the authority of authenticity and opens up questions around access, democracy, and the role of bootlegging. As the object moves from one end to the other, it carries the same idea, but its meaning is fundamentally altered.

STAGE 2 Evolves from Charizard. Fire Charizard. 150 HP



NO. 006 Flame Pokémon. HT: 5'07" WT: 199.5 lbs.

Ability: Energy Burn
All Energy attached to this Pokémon are Energy instead of their usual type.

Fire Spin 200
Discard 3 Energy attached to this Pokémon.

Weakness: Lightning x2, Poison x2
Resistance: Fighting x2
Retreat Cost: 1 Fire, 1 Lightning, 1 Water

100% Pokémon

Basic Pokémon Jarjarmander 32 HP



Mesozoic Pokémon. Height: 10cm. Weight: 1.2kg

Sinks Blaze Captures an opponent in a ring of fire, then forces it to listen as he recites lines from his movie. 0★

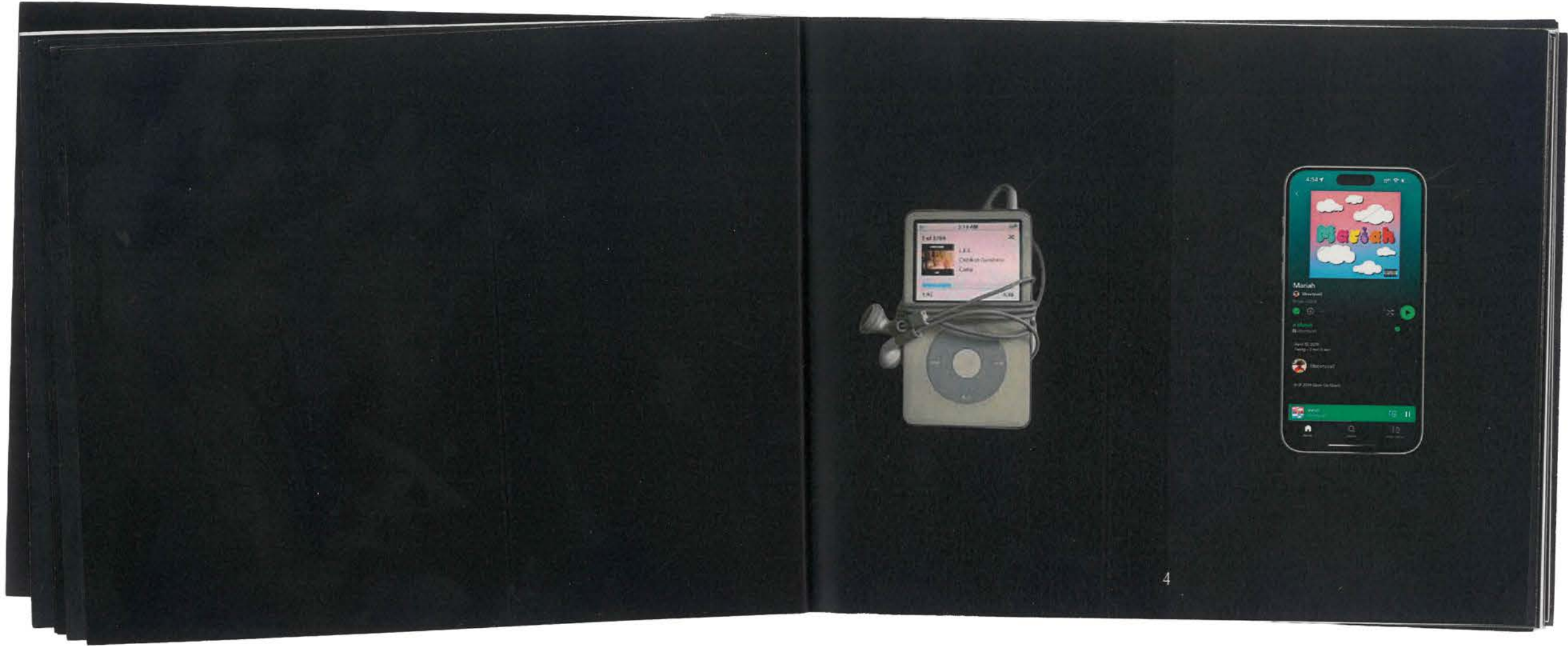
Over Hype If opponent knocks out Jarjarmander during its next turn, they probably... !!!

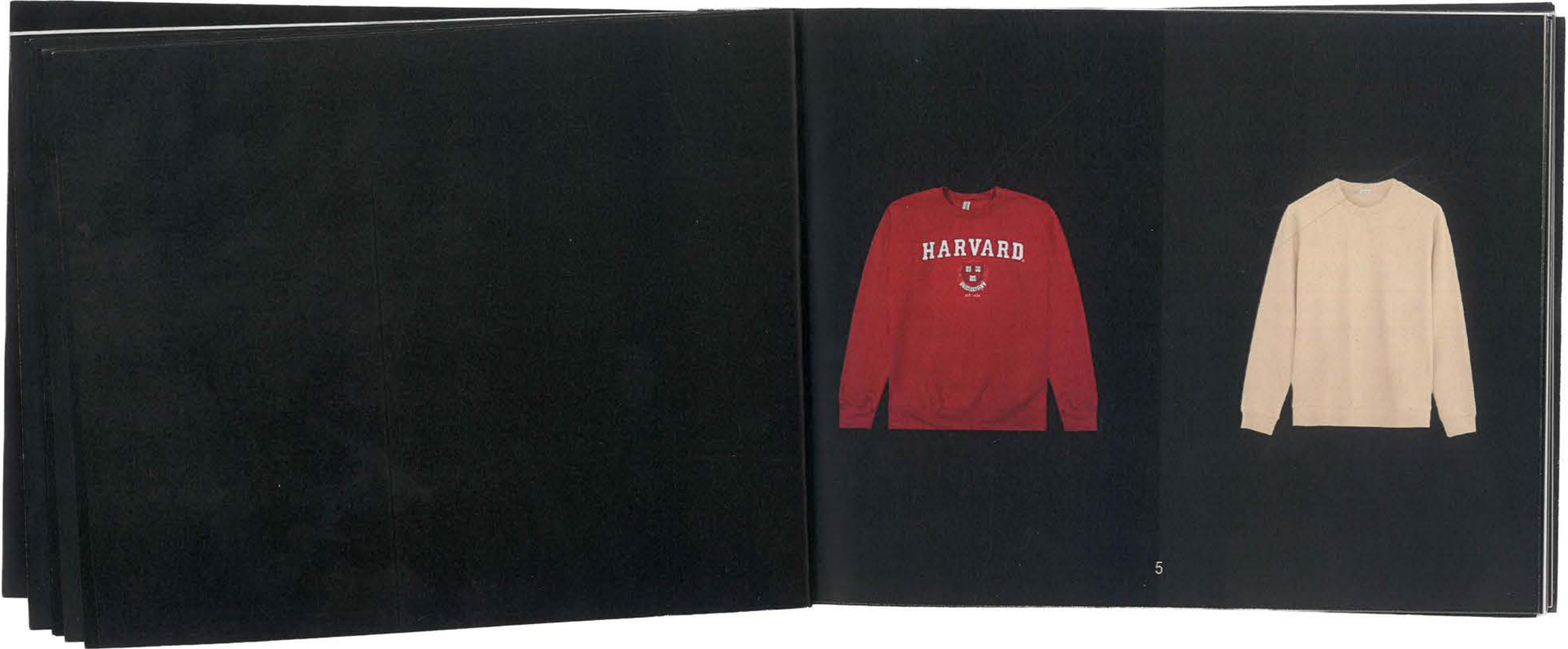
Weakness: Fighting x2
Resistance: None
Retreat Cost: 1 Fire, 1 Lightning, 1 Water

All of Jarjarmander's merchandise ends up in the bargain bin (just to all the Power Rangers fans).

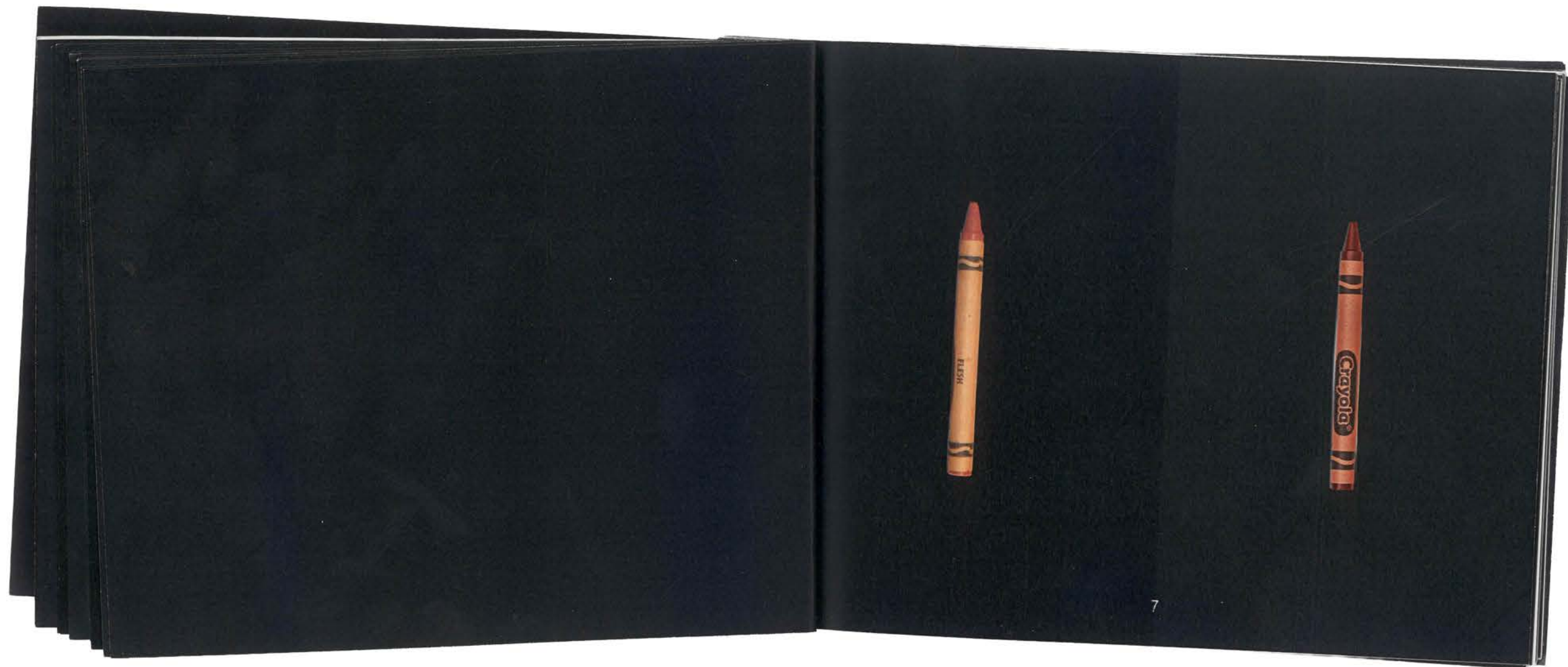












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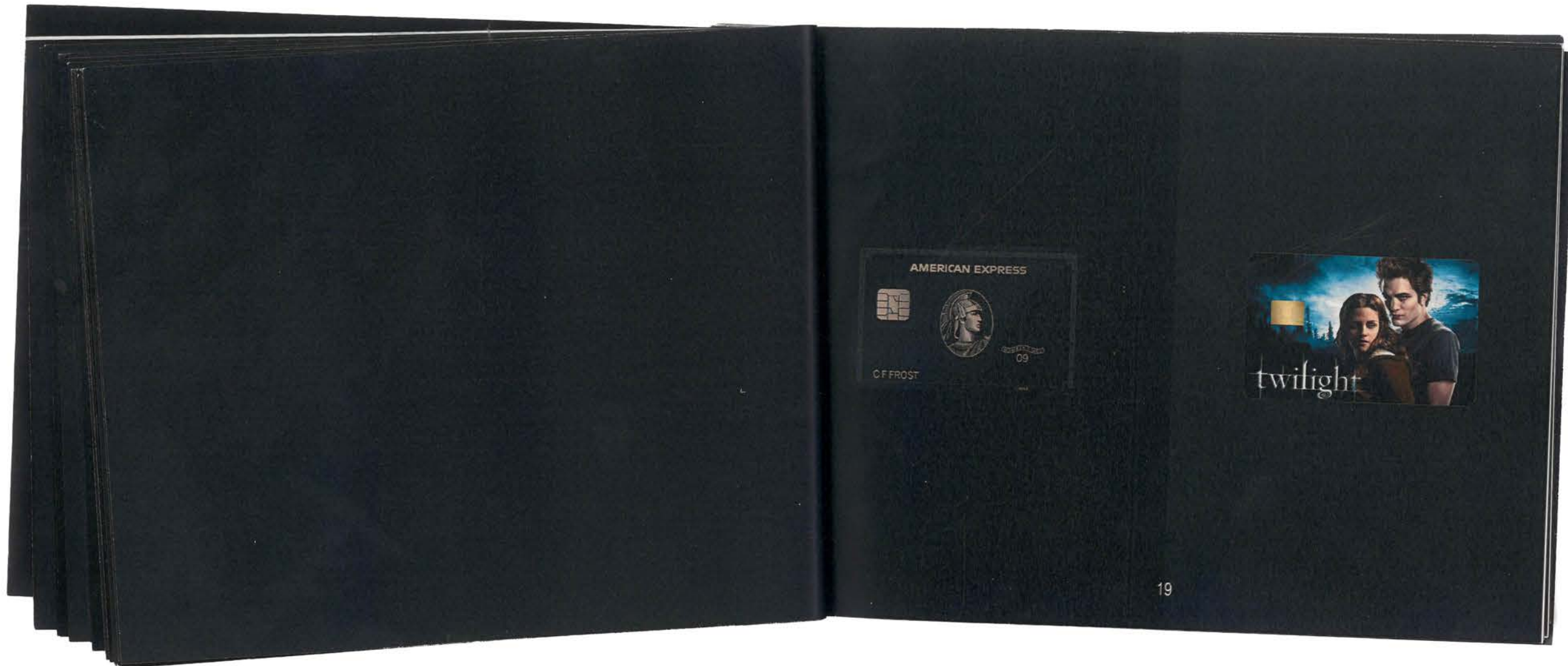












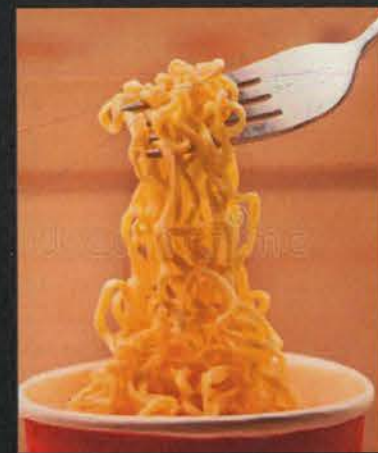




image sources

p.1 (L) Charizard 1999 Holo Edition. (R) Pukemon Spoof Card for Jarjamander.
From: <https://istock.com/en-gb/charizard-1999-pokemon-log-1st-edition-holo-4-ungraded> (R) <https://preview.redd.it/ware-novelty-cards-eligible-for-grading-pukemon-set-cracked-v0-ehlbyva277ub1.jpg?width=1080&crop=smart&auto=webp&s=d58b41a1103d6155d76be0f342749842e453141b>

p.2 (L) AF1 Brand New (R) AF1 Used on Vinted
- <https://www.schuh.co.uk/kids/youth/nike-air-force-1-white-trainers/2701041020/> // - https://encrypted-tbn0.gstatic.com/shopping?q=tbn:ANd9GcQG0i13H8Ng7EnSWpj2XLw7OCBDRh-B397SBxQ4PWX1kUUEVUdWY-deQY2wY1Wk7mUdm8PmtreZ-8j6m4X4kUJm75-Ya0NwogTbWeEi8MG3kNru_rmrLog

p.3 (L) All-Star Converse Used (R) All-Star Converse New.
- https://media-photos.depop.com/b122645978/3520381222_5264ae8435d4db284852e426aa58441f70.jpg // - https://i8.amplience.net/v/pljld_003199_b7qt=92&w=950&h=673&v=1&fmt=auto

p.4 (L) Offline 'Analog' Device (R) Subscription for Music. Is being offline a status marker now?
- https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcS-5JT_wCLGgANfse-VmTyy-QyKuXc3Q911Q&s // - <https://media.idownloadblog.com/wp-content/uploads/2023/12/Three-iPhone-mockups-showing-Spotify-app-on-screen.jpg>
// - https://i8.amplience.net/v/pljld_003199_b7qt=92&w=950&h=673&v=1&fmt=auto

p.5 (L) Casually wearing a Harvard Sweatshirt. (R) A Regular Sweatshirt. From: <https://www.theharvardshop.com/cdn/shop/files/Harvard-Crest-Crewneck-Quality-199994052.jpg?v=1720623986&width=1220> // - <https://img.sonofatailor.com/images/customizer/product/sweatshirt-2/agate-grey-c05b29cd.jpg>

p.6 (L) Camden Bench as an example of hostile architecture, versus what is (R) a regular park bench. (L) Wikimedia Commons (R)

p.7 (L) A 'Flesh' Tinted Crayola versus a (R) simple Brown one.
(L) <https://forbiddencomma.wordpress.com/wp-content/uploads/2023/05/image-10.png?w=570> (R) <https://images.ctfassets.net/11fikimjtp/3/BaC-dT8iC0KUpQeO4UK2/e0fe4b149f8b9eccc32de3bc77767a657/20103-8009-3-4ww.jpg>

p.8 (L) A £10 Banknote, and its facevalue counterpart of (R) Indian 10 INR, that is in reality valued at <£0.8. Both images from Wikimedia Commons.

p.9 (L) Prada using the design wholesale of Maharashtrian Kolhapuri Slippers, formerly without any credit or mention of the craftsmen's proprietary design. (R) The local design. (L) https://www.livemint.com/lm-img/img/2028/05/09/600x338/PRADA_India- (R) https://nira.co/odn/shop/files/14_1.jpg?v=1764253028

p.10 (L) British Passport with access to over 180+ countries. (R) Afghan Passport with access to 23 countries, one of the weakest in the world. Both images from Wikimedia Commons.

p.11 (L) Superman (1978) and (R) his bootleg with the literal translation of his name to 'Shaktimaan' (Which also means 'powerful' in Hindi) (L) https://bdng.europosters.eu/pod_public/1300/262773.jpg (R) <https://upload.wikimedia.org/wikipedia/en/7/7e/SHAKTIMAAN.gif>

p.12. (L) Lee Kuan Yew, the founding father and Prime Minister of Singapore had a very strong and imposing leadership with a near-monopoly of a single party. (R) Narendra Modi, Prime Minister of India, looks up to LKY's approach, but uses that conviction in achieving different ideological goals. (L) <https://static01.nyt.com/images/2015/03/14/world/asia/01lee-kuan-yew-adv-obit-slide-A21E00lee-kuan-yew-adv-obit-slide-A21E-superlumbo.jpg>. (R) https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcR5n4qzJEHF9unUNd5j_1G6VbRIP4Ytg_kQ0w&s

p.13. (L) Diljit Dosanjh became a sensation at his recent appearance on the Jimmy Fallon Show, with diverse groups of people enjoying his music, esp. very local Punjabi Bhangra beats. (R) Daler Mehandi's *Tunak Tunak*, was a much ridiculed, but innocent predecessor. <https://rollingstoneindia.com/wp-content/uploads/2026/04/Diljit-Dosanjh-Fallon.jpg>. (R) Screenshot from YouTube

p.14. Elon Musk and his doppelganger, almost Shanzai version, 'Yilong Ma'. (L) Wikipedia (R) <https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcTSPwM3dmvLAlLK7CxWmhRiS3D0xWQ-Jp39kQ&s>

p.15. A readaptation of Yoga - vs. its original version and style, that doesn't sit with the capitalistic market. (L) <https://eu.manduka.com/odn/shop/articles/yogday.jpg?v=1718901651> (R) https://lh4.googleusercontent.com/proxy/MM0q1i5_OX3CUuEbHjSEP5dzV2pH0XhTmk-c3T0w4053Fo0EDxWV0sZa7Gms7WUe-IRr42AocbdIdVcEt1_dTjueZA3dHurb6rDZWuZ0OUPmVywNaM-KDS3actbP-5RTGSGNJet4j31ySGkA

p.16. (L) Meta Headquarters and (R) three of chief tech products as mama shops in India. (L) <https://browseract-prod.browseract.com/blog/content/meta-1765446531950.webp> (R) https://d2w9m-fcy7mm78.cloudfront.net/3999883/original_t20fd993a1166d-dc51979f7535819077.jpg?1554303715?bc=1

p.17. (L) Acclaimed Indian artist M.F. Hussain's *Horses* (1942) alongside (R) Comic-Relief character Majnunbhai's infamous painting that is a sold as joke in Bollywood's *Welcome* (2009). (L) https://s3-ap-southeast-1.amazonaws.com/images.asianage.com/images/aa-Cover-e3c0c64593uceqtrc57d9cd4-20180302002243_Med.jpg (R)

p.18. (L) Copilot as the hightech successor of old faithful Microsoft Clippy (R). (L) from Wikimedia Commons. (R) https://d7nfxdivxvm.cloudfront.net/?height=900&quality=85&resize_to=fill&arc=https%3A%2F%2Fartsy-media-uploads.s3.amazonaws.com%2FmPisDeUp-bFdop-5jSaafeg%252FClippy%2Bthumb.jpg&width=1200

p.19. (L) The exclusive Black Amex, or Centurion credit card, only granted to select high-profile customers, against a (R) Twilight-themed kitschy card. Two ends of the consumerist spectrum (L) <https://www.headforpoints.com/wp-content/uploads/2024/03/American-Express-Amex-Centurion-card-webp.webp> (R) https://i.etsystatic.com/49667922/r1/2d4684/6963620387/i_fullxull_6963620387_111m.jpg

p.20. (L) Knowing how to use Chopsticks in a Public Setting vs. (R) Resorting to a Fork. From <https://thumbs.dreamstime.com/cup-noodles-photo-dramatic-steam-effect-color-pop-yellow-background-image-represents-convenience-warmth-modern-food-402360419.jpg> - <https://img.sonicatailor.com/images/customizer/product/seatshirt-2/agate-grey-c05b29cd.jpg>

p.21. (L) Ash Ketchum's team in *Bulbasaur's Secret Village* episode of the beloved children's show *Pokemon*, (R) Pikachu's snippet from which became the meme of confusion or wonder. Screenshots from YouTube.

