

THE COCA-COLONIZATION OF CONSCIOUSNESS:

Some Contemplations about Consumer Commodification

Long before imitations came
Coke® was the Original One.

Ages before other products existed
Oceans of Coke® sparkled under the sun.

Eons before humans drank lesser colas
Great rishis contemplated the essence of Coke®

Millennia ago when the world was perfect
from the Ganges sprang Coke®

At the End of Time when all vanishes
Coke® alone will be.

So minions of the world
Delight in the bubbles -
Sing glory to the celestial beverage
& remember what the Ancient Masters spoke:
Aummmm! Ah! Burp!



Bharate: (sighing) Doesn't it seem as if all religions eventually become commercialized?

Daiki: Yeah. And Coca-Cola seems like an iconic symbol for commercialization.

Chariya: Well, at times it seems like nothing can exist in this world unless it becomes a commercial product.

- T Newfields

Begin: 1975 in Fairfield, IA, USA ≡ Finished: 2017 in Yokohama, Japan

