

Coca Consumerism

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"Coca Consumerism" is an anti-consumerism artwork which expresses my views and understanding on how our society is structured around consumption. The title of the artwork was chosen upon the central focal point of the piece, being the coca cola can and the connection between Coca-Cola and consumerism. Before deciding upon my concept of consumerism, I was set on creating a chaotic and disorganised mixed media collage inspired by the neo-expressionism movement and artists such as Jean-Michel Basquiat. After exploring a variety of concepts, I decided a political and environmental issue such as consumerism would suit the rebellious neo expressionism style. The process of creating this artwork was fluid and unstructured. I followed an initial thumbnail sketch which evolved throughout completing the artwork as I added more features and symbols. My artwork was completed on a rectangular canvas using acrylic paint and sharpie. I first painted the canvas an eggshell beige to create depth in the background. I then proceeded to free hand outline the city landscape, figures, and patterns with black sharpie before painting over the top. My paint application was rough and sporadic, contributing to the messy mixed media style. My distorted and irregular linework seen throughout the city scene and faces was inspired by the works of Michel Macréau, who utilized loose lines to illustrate cartoonish characters and features. Once the piece was finished, I felt there was too much space surrounding the scene, so I added more colour and brush strokes to the background.

However, decided to paint over the top again as I preferred the clean background compared to the textured. came across too unruly the composition of the artwork is visually full and complex, creating an overwhelming and confronting image. Coca-consumerism depicts a man in business suit attire, situated in a shopping cart, with an oblivious expression reaching out his coca cola can towards the billboard advertisement and bustling city scene. This image signifies the influence the media has on us to over consume without thought or justification. The city symbolises a commercial hub and place of power which encourages us to shop and over consume. The figure being stuck inside a shopping cart represents the idea of being stuck in a consumeristic cycle which is hard to break free from.

The business suit refers to the authority in our society which have lacked to regulate consumerism and the disastrous effects which over consumption has caused. Two heads emerge from the oblivious mind of the businessman which gaze towards the city and billboard with different reactions and emotions. The frightened demon character conveys expressions of guilt and angst, fearful for the future and aware of the negative repercussions of consumerism. The demon leans back in worry, reserved from the city, while the other head dressed elaborately with an extravagant hat and accessories leans into the city with a yearning desire to consume. This head represents the consumer who shops for their ego and is privileged enough to live in a world where they do not see the devastating effects of consumerism and therefore does not think about the consequences of their indulgent lifestyle. Jean-Michel Basquiat Michel Macréau Overall, I feel I have created a successful artwork which portrays my theme of consumerism with depth and understanding and reflects a neo expressionist surrealist style through the use of abstract colours and distorted characters and perspective.