

How Weird: Out of the Box of Expectations

COWABUNGA:

The Consumerisation of Consciousness

Each day herds ahh consumer-cows
graze safely 'n supermarket pastures
moovin' from shelf ta shelf
chewin' peppermint curd
pausin' by cottage cheese, popcorn, 'n linguini.

Returnin' ta dere barns
'n plopping down dere grossary bags
in udder exhaustion
dey haf such liddle time ta warm dere sirloins
befure calves seek dere teats.

Being a cow ain't easy:
chewin' on cud cunstintly
surrounded by shit all dah time
'n whun gadflies appear
every tail swish seemz futile.

How'd ya like ta stund
in frunt ah ruttin hay all winter
chewin' dah same stuff uffer 'an uffer
den
fer all yer hard work
becum hamburger meat?

So ya dink being a cow 's hot shit?



Wan-Sze: In so many ways, consumers are like cows: a herd mentality prevails.

Kasim: Yeah, and herds are not hard to manipulate.

Nadia: If cows knew they were actually heading, would they act differently?

Kasim: (jesting & feigning offense) Isn't that a bovine question?

- T Newfields

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