



Curatorial Rationale

In the exhibition, all the chosen artworks are surround the unreasonable consumption and consumerism's influence on people's mind. This includes people's value, waste produced by human, and recycling. My initial focus was the garbage such as plastic bottles and plastic bag. After doing more research in this problem and participate in the sustainable club, I decided to make a series on nowadays people's value.

As my body of work evolved, I developed an understanding of how to create an emotional change among my viewer by using different materials and medias. In my exhibition, I have selected a range of medias to create an emotional change among my viewers, I want my viewers to be less passive and more active to the issue of unreasonable consumption. I used many recycled medias in my works. For example, life-size sculpture Coca-Cola Cans "Crush!" which will make connection with audience's daily life because coke is a significant symbol for capita which people are able to see everywhere in the world. The "Coca-Cola (1)", unlike flattened 2D work, the irregular surface and highlight can attract audience attention because of the contrast. The sharp fragments of the "Coca-Cola (1)" is also suggesting that the consumerism is dangerous.

Most of my work are related to people's life since the images I used are easy identified because its capital nature. I put many popular icon and images in my work, and those well know figures are able to catch the viewer's attention. Majority of my works were inspired by Andy Warhol, by doing research in his work and life, I found that popular culture and figures fit with modern life. Those well-known icon can catch the eyes of audience. Therefore, my work also incorporates the pop art's elements.

Later in the course, I investigated the consumerism and its impact on people's value in China, therefore I painted the "Say Hi to Coca-Cola" and create a series of lino print, illustrating how consumerism is influencing different culture and different region. Those work contained many Chinese elements. For example, the Lino print, "lead us to a better future" is origin form a propaganda poster, but my work is showing the capitalism's is influencing all around the world including China. People in the poster are admire and devote to those companies.

The display and the presentation of my exhibition aims to let audience to find out the severity of pollutions. When Viewer enters my exhibition, I want them to be shock by human waste. They will first see "Coca-Cola (1)", which is also the focal point of the display. This is the nature focal point because the installation is positioned in the middle of the exhibition and it is large, and it have the function of grabs the viewer's attention. The undergoing latter on the installation pushes the audience to look at the work beside it. One side of the first installation is "Coca-Cola ou Morte". Using digital art, the work demonstrates that consumerism has a strong influence on mankind from the very beginning of the history. On the other side of the focal installation is "Time". It is a collage work with advertisement. This work illustrating the advertisements is all the place in our life, and those advertisements are used by the capital to make use to buy items that we don't need, which caused the unreasonable consumption. "Coca-Cola ou Morte" and "Time" used multiple bright colors to create an impression on the viewers. The artwork "The Coca-Cola Company" just like a modern website, by using an element that people use every day to make my audience to reflect if they have be influenced or not. The clay project "Coca-Cola Can" and its 2D painting "doomed" follower after. They are more detailed compared to other works. Those two projects bring back the theme of the human's unreasonable consumption and they have visually interesting colors that leaved a strong impression. Overall, one side of my frist installation is focusing on consumerism's influence globally, and another side is more about China.





Doomed

Acrylic Paint

12 x 20 cm

November 2021

Doomed is a series of three acrylic paint. The work is inspired by Steven Young Lee, who made broken porcelain vases. This work, I painted three stages of a crushing Coca-Cola cans. With title "doomed", I want to show that the destiny of big companies like Coca-Cola is to be crushed. First I used a light pink to print the background. Then, I used classic Coca-Cola's color, red and white acrylic to draw the rest of the work.





Crush!

Painted Clay

13 x 7 x 5 cm, 13 x 7 x 5 cm, 3.5 x 6 x 7cm

December 2020

My cans are real-life size cans. There are three-stage of the can from stand to crush, which also stand for the distorted sense of values of people nowadays. People don't care and value about the items that they see every day, and they value the object that took a long time to create. Therefore, this time-consuming daily life object was created. This work aims to make audiences reflect their values. This work is developed from another of my work, a 2D coca-cola can.





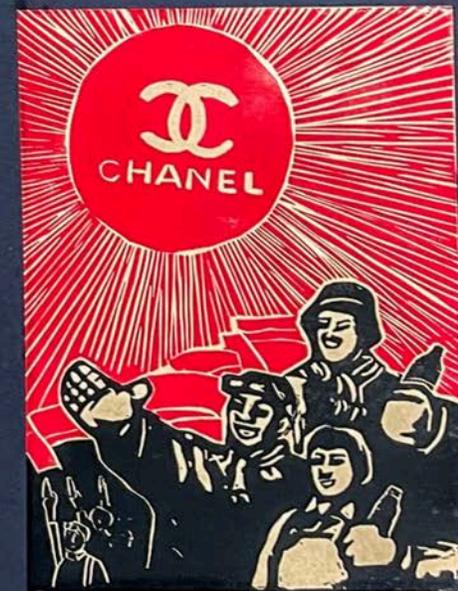
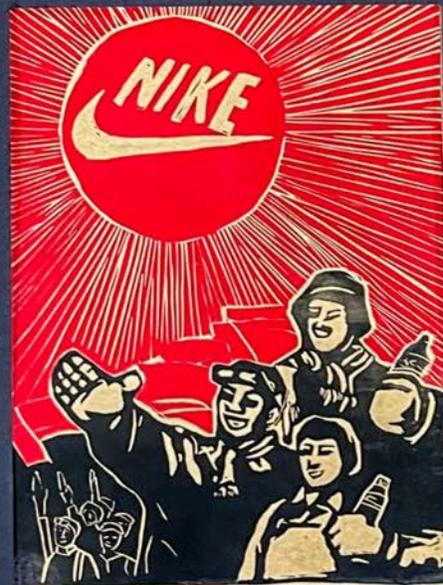
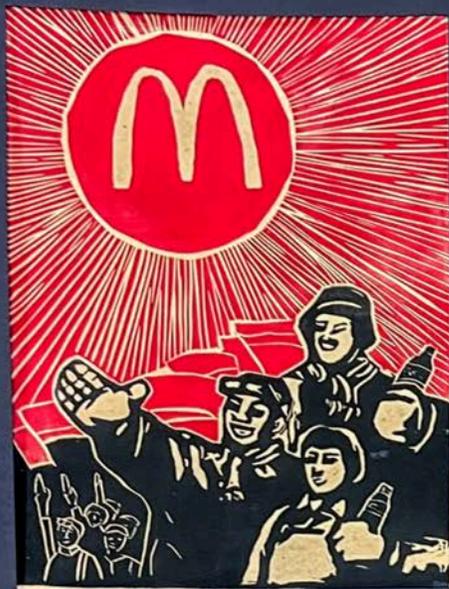
Coca-Cola (1)

Recycled Cans with Glue Gun on to a Board
Painted with Gray Acrylic Paint

110 x 84 cm

March 2021

This was reassembled with the figure portrayed in Andy Warhol's Coca-Cola (3) and influenced by pop art. Warhol said that Coca-Cola is one of the greatest companies, but my work wants to show the other side of the company: it is creating tons of garbage. Therefore, my work is made up of more than 50 recycled Coca-Cola cans. The cans were cut into small and sharp fragments to show a sense of danger. This work is trying to acknowledge to the audience that Coca-Cola is dangerous to the environment.





Lead Us Forward

Lino Print

17 x 12 cm x 6

December 2021

My work wants to show that consumerism is all around the world and have a strong influence among people. This work is based on a propaganda poster during the Cultural Revolution. My work portraying some people are holding coke bottles and salute to the companies' logos. The red circle of the logo represents those capital and big companies as the supreme leader for some consumers. The red flags in the background illustrate that even proletariat's love for the products of capitalism.





Say Hi to Coca-Cola

Oil and acrylic paint

55 x 35 cm

October 2021

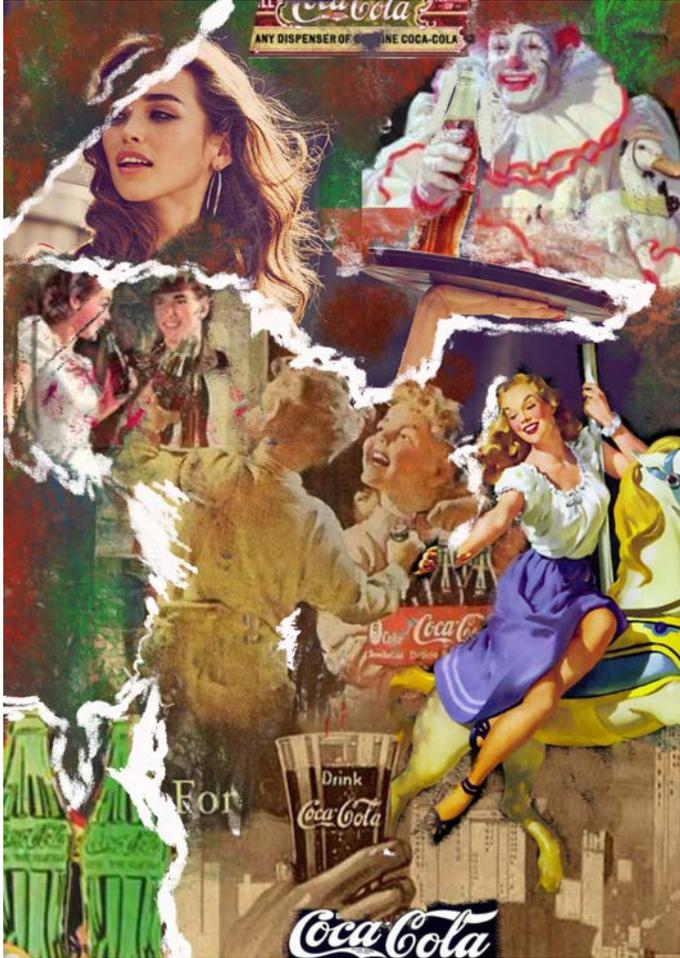
The work aims to make people think about the influence advertisements on people's values, where people are saluting to the Coca-Cola like it is a leader. I used acrylic paint to paint the Coca-Cola bottle, while the background and the hand were painted with oil which is based on Chinese oil paint. In this paint, I used symbols of two different eras and two different regions to illustrate the idea. Furthermore, the work shows a people is saluting to a famous company.



ANY DISPENSER OF GENUINE COCA-COLA

Drink
Coca-Cola

Coca-Cola



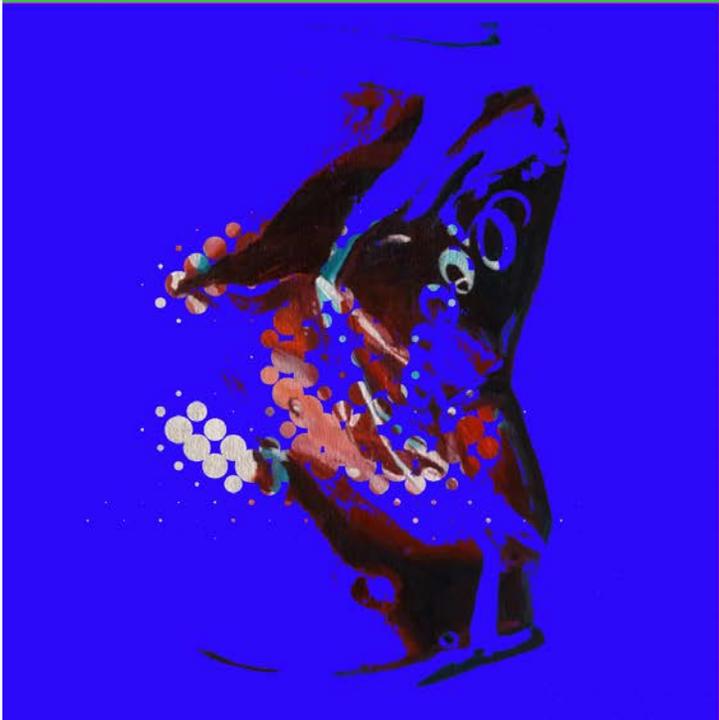
Time

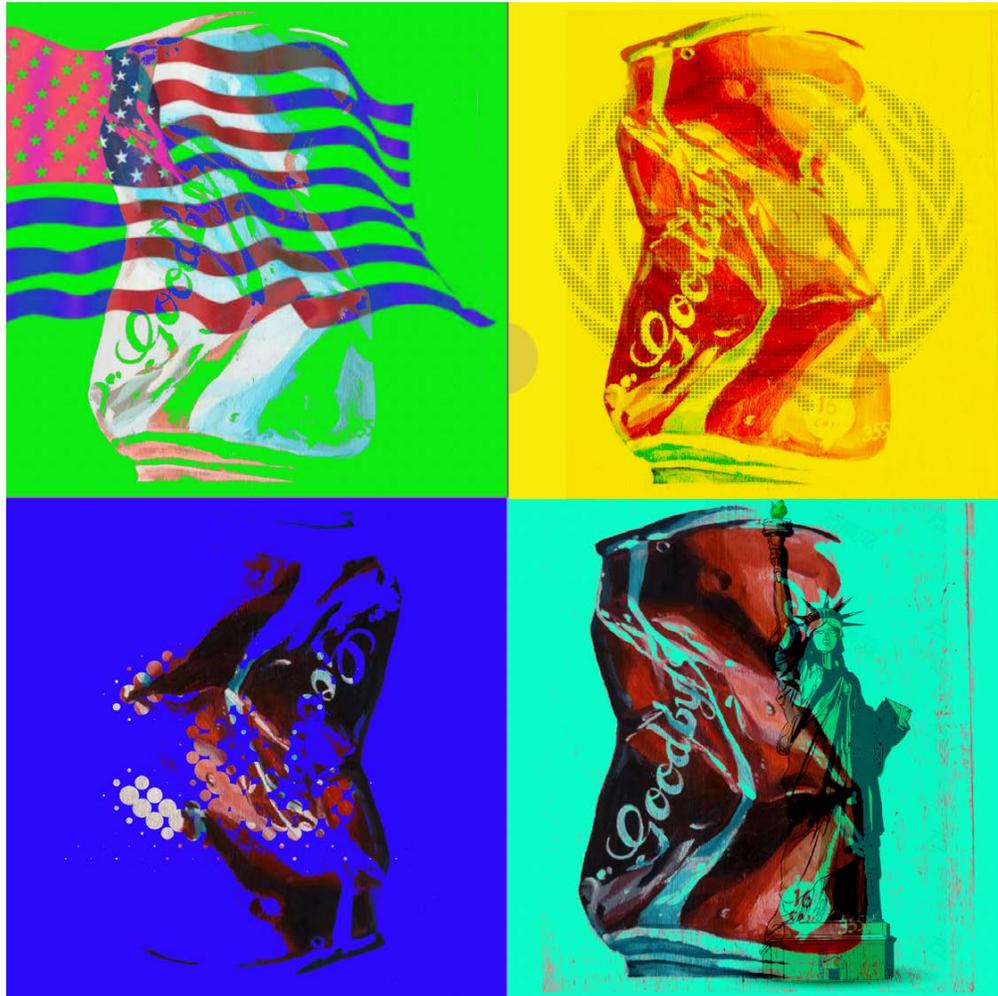
Collage

29.7 x 42 cm

January 2022

I picked 12 coke advertisements from 19th century to 21 centuries to show the impression of capital in people's lives. Those advertisements cannot reflect people's real life. My work was developed from Mimmo Rotella's work where he used tearing texture in his work. After arranged them into the right composition, I use pen to add the feeling of tearing as Mimmo used in his work. I think the tearing of the poster can reflect that the peoples' live under capital are fragile and unrealistic.





Coca-cola ou Morte

Digital Art

50 x 50 cm x 4

June 2021

This is a series of four works. Each of the works used the coke can that I paint. I ask a factory to print this on four 50cm by 50cm canvases. The name Coca-cola ou Morte came from the quote "Independência ou Morte.". Nowadays people consider consumption is more important than anything else. I used a crashed coca-cola can and combined it with the flag of the United States, the UN logo, the Chanel logo, and the Statue of Liberty to illustrate that coke has a strong influence on mankind.

THE Coca-Cola COMPANY

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More Services!

M. Coke

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Pause... Drink CoCo-Cola



Coca-Cola And Racial Equity in the U.S.:

Being seen, heard, and valued are important and in our communities we make a difference. EXPLORE OUR PLANS



The hypocrisy of Coca-Cola

National Political Register | 10
March 11, 2022 11:13 PM

OLLIE OF COKE FOR ART PROJECT
2022 - March

Coca-Cola said they recycled 15% of its packaging in 2022

Coca-Cola China

可口可乐“强劲崛起”

2022年，可口可乐在中国市场实现了强劲增长，销售额同比增长了15%。这主要得益于公司在包装回收和可持续发展方面的努力。



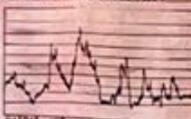
可口可乐助力冬奥

可口可乐作为北京2022年冬奥会的官方合作伙伴，为赛事提供了高品质的饮料支持。



Market Statistics

MARKET STATISTICS



Only growth on Coca-Cola, Dr Pepper/Seven Up

Coca-Cola and PepsiCo expect sharp price increases

OLIVE LIKES TO DRINK DIET COKE AND COKE ZERO



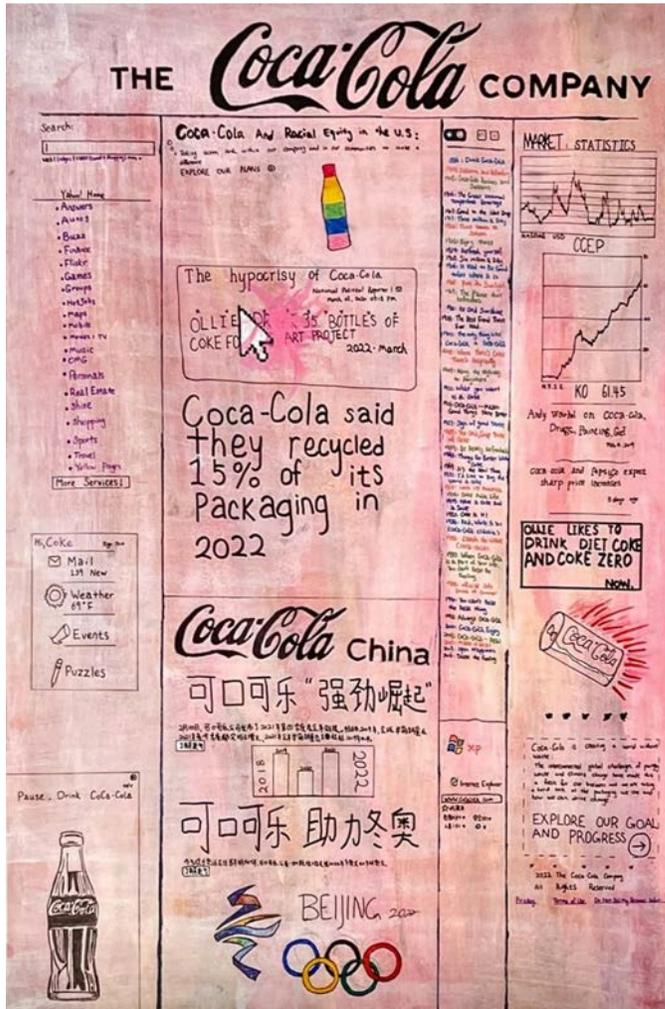
Market Statistics

Coca-Cola is creating a world without waste. The environmental goal challenges of purity, waste and energy change have made this a focus for our business and we are taking a hard look at the packaging we use and how we can make it change.

EXPLORE OUR GOAL AND PROGRESS

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Friday, 11/11/22 10:11:11 AM



The Coca-Cola Company

Acrylic and Marker
 120cm x 100cm
 March 2022

This work tries to take a modern approach, a website, to present advertising everywhere. Even the medium changed but the advertisements are still there. This work include advertisements of Coca-Cola since 1886 both form the western world and eastern world. I want the work to make my audience to realized that their life is been heavily influenced by the consumerism. I choose the format of a website because people nowadays are using website for everything and it became part of people's life.



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