

THIS IS EDITION #4 OF UNCLOUDEDXFOCUS. A HANDOUT ABOUT HARDCORE MUSIC, STRAIGHT EDGE, VEGANISM, PMA AND TODAY A MINDFUL CONSUMER BEHAVIOUR. SOMETIMES I HAVE TO REMIND MYSELF ABOUT THE CONSEQUENCES OF MY CONSUMPTIONS OR JUST OF THE EFFECT A NON-MINDFUL HABIT CAN HAVE ON DAILY LIFE. SO I WANT TO SUM UP SOME THOUGHTS THAT WILL SHINE A CRITICAL LIGHT ON THE BEHAVIOUR IN OUR CAPITALIST SOCIETY.

THE CONSUMER - A CRITIQUE

WE ONLY HAVE ONE PLANET. BUT THERE ARE THINGS HAPPENING ON IT THAT ARE GOING VERY WRONG AND THAT HAVE TO BE CHANGED DRASTICALLY. ENVIRONMENTAL DISTRESS OR DAMAGE IS DEALT THROUGH THE SOURCING OF MATERIALS. THE PRODUCTION OF GOODS AND THEIR DISTRIBUTION. RENEWABLE AND NON-RENEWABLE RESOURCES ARE USED IN MASSES DESPITE THE CONSEQUENCES FOR OUR PLANET. DISPOSABLE PRODUCTS - WITH WAY TOO MUCH PACKAGING - ARE OFTEN PREFERRED AND WE BUY THINGS WE DON'T REALLY NEED. THE VALUABLE WORKFORCE OF HUMANS IS EXPLOITED UNDER BAD CONDITIONS WITH A LOW INCOME. OFTEN THE GOODS ARE MANUFACTURED FOR DISCOUNTERS UNDER THE WORST CONDITIONS IMAGINABLE IN SWEATSHOPS OR EVEN CREATED WITH CHILD LABOR. COMPANIES AND THE INDUSTRIAL COMPLEX INTERFERE IN POLITICS VIA LOBBYISM AND CREATE A CLIMATE FOR CONSUMERISM IN DAY TO DAY LIFE AND OUR ECONOMY IS INTERTWINED IN A TIGHT KNITTED WEB WITH INVESTORS, SPECULANTS AND THEIR CASHFLOW - RATIONAL/RADICAL REFORMS ARE STOPPED BECAUSE OF THEIR ECONOMICAL DISADVANTAGES EVEN THOUGH THEY WOULD BE LOGICAL. THE END OF THE LINE IN CONSUMERISM IS THE DISPOSAL OF OUR GARBAGE - TOXIC WASTE IS BUILT UP IN MASSES. MICRO PLASTIC SWIMS AROUND IN THE OCEANS AND OUR DRINKING WATER. THE CONSUMER PILES UP STUFF THEY DON'T REALLY NEED AND WHICH TAKES MUCH SPACE AND EVENTUALLY THE DAILY ENERGY AT OUR DISPOSAL. THE STUFF WE BUY GETS THROWN OUT VERY FAST AND HAS TO MOVE FOR THE NEWEST PRODUCT ETC. BUT EVENTUALLY CONSUMPTION COSTS MONEY. MONEY THAT SOME PEOPLE DO NOT HAVE. CREDIT CARDS, PAY RATES OR SIMILAR OFFERS CREATE DEBT AND LEAD TO A LIFESTYLE ABOVE OUR PAYGRADE. THERE MUST BE A WAY TO CHANGE THAT.

THE THINGS YOU OWN, EVENTUALLY OWN YOU - FIGHT CLUB

IN THE EYES OF COMPANIES AND THE INDUSTRY WE ARE SEEN AS

'THE GOOD CONSUMER'. WHO:
 • CONSIDERS AN AFFLUENT LIFESTYLE, CONSISTING OF CONSUMER GOODS AND RELATED ACTIVITIES, TO BE THE MOST IMPORTANT PREREQUISITE FOR A GOOD LIFE;
 • EQUATES PURCHASING AND OWNING GOODS WITH SATISFACTION, HAPPINESS AND A FULFILLED LIFE;
 SEES SHOPPING AS THERAPY FOR BAD MOODS AND AS A REWARD FOR HARD WORK;
 • WHEN PURCHASING, FOCUSES ON THE THINGS THEY WANT, NOT THE THINGS THEY NEED;
 • FOLLOWS TRENDS AND FASHIONS THAT TELL THEM WHEN IT IS TIME TO REPLACE THEIR PRODUCTS WITH NEW ONES;
 • WATCHES A LOT OF TELEVISION AND CONSUMES OTHER MEDIA THAT ENCOURAGE THEM IN THEIR MATERIAL LIFESTYLE AND INFORM THEM ABOUT WHAT FASHION IS CURRENTLY POPULAR;
 ADMIRES STARS AND STARLETS AND FOLLOWS THEIR TIPS; SEES CORPORATIONS AND THEIR BRANDS AS FRIENDS;
 • LIKES TO WALK AROUND WITH BRAND LOGOS ON THEIR CLOTHES TO DEMONSTRATE THEIR CONNECTION TO THE COMPANY AND ITS IMAGE TO THE OUTSIDE WORLD;
 • CONSIDERS ADVERTISING TO BE VALUABLE CONSUMER INFORMATION;

• BROKEN PRODUCTS NOT REPAIRED BUT IMMEDIATELY BOUGHT NEW;
 • IS CHRONICALLY DISSATISFIED WITH THEIR OWN APPEARANCE AND IS THEREFORE A LONG-TERM CUSTOMER OF THE COSMETICS, BEAUTY AND FASHION INDUSTRY;
 • IT'S BEST TO GO ON VACATION SEVERAL TIMES A YEAR OR FLY AND GENERALLY TAKE PART IN AS MANY EVENTS AS POSSIBLE;
 • LOOKS FORWARD TO THE OPENING OF A SHOPPING CENTER AND LINES UP EARLY IN THE MORNING TO BE AMONG THE FIRST CUSTOMERS ON OPENING DAY;
 • IS TEMPTED TO MAKE IMPULSE PURCHASES THROUGH NUMEROUS BARGAIN OFFERS, EVEN IF THE PRODUCTS ARE ACTUALLY UNNECESSARY;
 • DOES NOT SHARE THEIR OWN THINGS WITH OTHERS, BUT ENCOURAGES FRIENDS TO BUY THEM TOO;
 • PREFERENCES TO GO INTO DEBT RATHER THAN POSTPONE PURCHASES OR EVEN FOREGO THEM ALTOGETHER FOR FINANCIAL REASONS;
 • INFECTS THEIR OWN CHILDREN WITH BRAND AND CONSUMER FIXATION AS EARLY AS POSSIBLE

STRAIGHT EDGE

HARD CORE

ASAP! III

WE MUST CHANGE.

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ALTERNATIVES TO CONSUMER MADNESS:

REPAIRCAFES
 BOOK SHELVES/GIVE BOXES/GIVE AWAY NETWORKS/STORES
 SECOND HAND STORES/FLEA MARKETS
 UPCYCLING
 CLOTHING TRADE PARTIES/TRADE STORES/TRADE NETWORKS
 REGIONAL CURRENCIES
 CAR SHARING/RIDE SHARE/COUCHSURFING
 FOODSHARING/LANDSHARING/CONTAINERING
 BORROWING/LENDING
 COLLABORATIVES/MEMBER STORES/ECONOMICAL COMMUNITIES
 TRANSITION TOWNS

FRONT

RULES OF THUMB FOR A MORE SENSIBLE CONSUMER BEHAVIOUR:

1. NEVER BUY FROM A DISCOUNT STORE. NEVER. NOTHING. (UNLESS YOU HAVE TO TURN OVER EVERY EURO THREE TIMES. THEN YOU OFTEN HAVE NO OTHER CHOICE.)

2. AVOID LARGE SUPERMARKET CHAINS IF ALTERNATIVES ARE AVAILABLE. IT'S BETTER TO GO TO SMALL SHOPS OR THE WEEKLY MARKET.

3. DO NOT BUY PRODUCTS AND BRANDS THAT ARE ADVERTISED ON TELEVISION OR IN NATIONAL MEDIA, ETC.

4. IF THERE ARE ALTERNATIVES, ALWAYS BUY PRODUCTS THAT DO NOT COME FROM LARGE, GLOBAL CORPORATIONS. IF POSSIBLE, REGIONAL, SEASONAL, PREFERABLY ORGANIC, FAIR TRADE AND PLASTIC/PACKAGING FREE. DON'T BUY WATER IN PLASTIC BOTTLES.

5. GO VEGAN. IT HAS ETHICAL/MORAL, ECOLOGICAL AND HEALTH ADVANTAGES.

6. REDUCE TELEVISION CONSUMPTION. ESPECIALLY NOT WATCHING PRIVATE TELEVISION. TAKE A CRITICAL LOOK AT MAINSTREAM MEDIA FINANCED BY ADVERTISING AND PREFER TO OBTAIN INFORMATION USING ALTERNATIVE MEDIA. AND JUST SWITCH OFF EVERY NOW AND THEN TO DETOXYFY YOUR MIND.

7. IF POSSIBLE, MINIMIZE THE INFLUENCE OF ADVERTISING ON YOUR OWN LIFE. IT'S BEST NOT TO READ ADVERTISING-DEPENDENT MAGAZINES OR SIMILAR.

8. ALSO PAY ATTENTION TO PERMANENT, LESS VISIBLE CONSUMPTION - FOR EXAMPLE, CHANGE YOUR ELECTRICITY PROVIDER. IT IS ALSO ADVISABLE TO CHANGE BANKS IF YOU

CURRENTLY HAVE AN ACCOUNT WITH ONE OF THE LARGE PRIVATE BANKS.

9. REDUCE DRIVING: GENERALLY RETHINK YOUR OWN MOBILITY (NOT ALL AIR TRAVEL REALLY HAS TO BE AND LET'S NOT TALK ABOUT CRUISE SHIPS) MANY ROUTES CAN ALSO BE COMPLETED BY BIKE.

10. HAVE THINGS REPAIRED INSTEAD OF THROWING THEM AWAY. IT IS ALSO SENSIBLE TO USE PRODUCTS FOR AS LONG AS POSSIBLE RATHER THAN FOLLOWING SHORT-CYCLE TRENDS.

11. IF YOU HAVE THE SKILLS OR RESOURCES, YOU SHOULD TRY, FOR EXAMPLE, TO GROW FRUIT AND VEGETABLES YOURSELF - OR TO MAKE THINGS YOURSELF. DIY FTW.

12. GO FOR A WALK MORE OFTEN AND RESPOND CREATIVELY TO ADVERTISEMENTS.

LIST OF 4 RANDOM RELEASES:

SPEAK - KNEE DEEP IN GUILT
GOBLIN SOAP - GOBLIN OFFENSIVE
SHELTER - MANTRA
JOTA - HAVEN

DIY

VEGAN DEODORANT

40G ORGANIC SHEA BUTTER
20G COCONUT OIL
3-5 TABLESPOONS BICARBONATE SODA
3 TABLESPOONS CORNSTARCH
5-10 DROPS OF ESSENTIAL OILS OF YOUR CHOICE

MELT THE SHEA BUTTER & COCONUT OIL IN A METAL MIXING BOWL OVER A SMALL POT OF BOILING WATER UNTIL COMPLETELY LIQUID.
REMOVE FROM THE HEAT & ADD THE CORNSTARCH AND BICARBONATE SODA.
MIX WELL. ADD ESSENTIAL OILS AND STIR TO COMBINE.
POUR IN A SMALL STERILISED GLASS JAR.

A RESOURCE LIST

FOR BOOKS CONNECTED TO
HARDCORE MUSIC/VEGANISM/PMA/MINDFUL CONSUMER BEHAVIOUR

FROM PUNK TO MONK - RAY RAGHUNATH CAPP
MEAT IS FOR PUSSIES - JOHN JOSEPH
THE PMA EFFECT - JOHN JOSEPH
FINDING JOSEPH I: AN ORAL HISTORY OF H.R. FROM BAD BRAINS - HOWIE ABRAMS/JAMES LATHOS
SOBER LIVING FOR THE REVOLUTION - GABRIEL KUHN
WE COULD NOT DO ANY BETTER - MARC HANOU/JEAN-PAUL FRIJNS
ÜBERDRUSS IM ÜBERFLUSS - PETER MARWITZ
ANIMAL LIBERATION - PETER SINGER
THINK & GROW RICH - NAPOLEON HILL
LAW OF SUCCESS - NAPOLEON HILL
SUCCESS THROUGH A POSITIVE MENTAL ATTITUDE - NAPOLEON HILL
BHAGAVAD GITA AS IT IS - A.C. BHAKTIVEDANTA SWAMI PRABHUPADA

DO IT YOURSELF

HC

'HAPPINESS IS ALWAYS JUST AROUND THE BEND; ALWAYS IN SIGHT BUT JUST OUT OF REACH. LIFE IS NEVER COMPLETE. NO MATTER WHAT WE HAVE OR HOW MUCH OF IT WE POSSESS. ONE THING CALLS FOR SOMETHING ELSE TO GO WITH IT.'
- NAPOLEON HILL (LAW OF SUCCESS)

THIS WAS
UNCLOUDEDXFOCUS

CHEERS.
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- BACK -