

EAT → SLEEP → BUY → DIE



# THE ECONOMY OF MEN IN SUITS



# THE ECONOMY OF ORDINARY PEOPLE



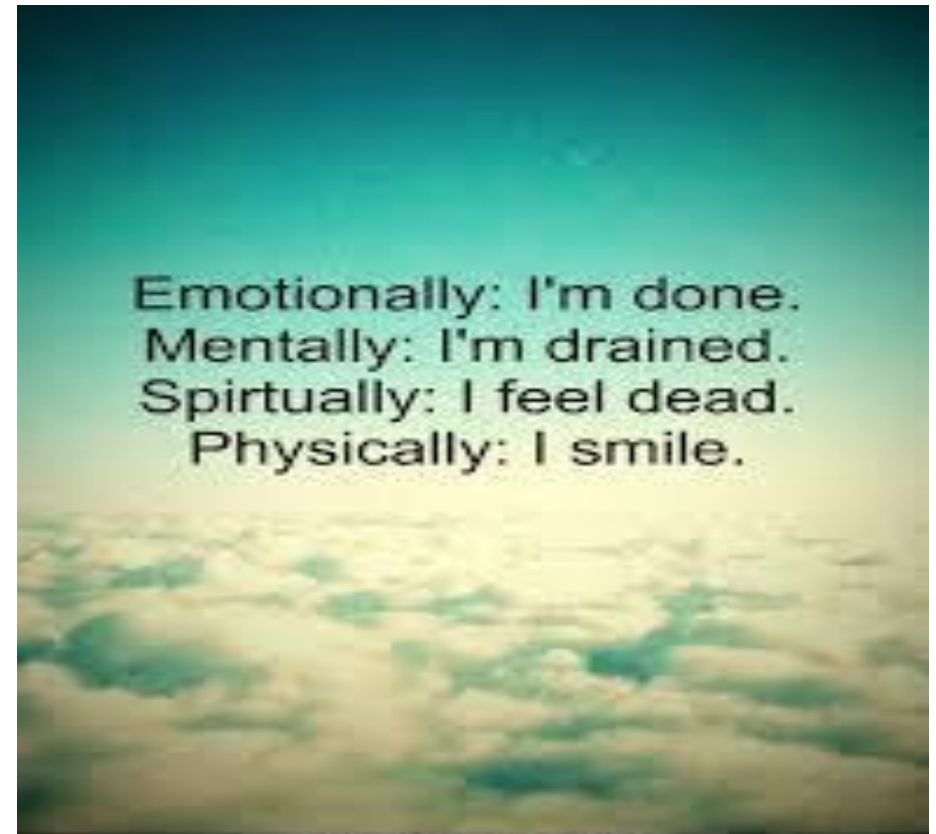
✓ EARNING OUR LIVING

✓ PAYING OUR TAXES

✓ PURCHASING THE NECESSITIES OF LIFE

✓ SUSTAINING OUR LIFE AND GETTING BY  
THE SALARY WE GET

# SOMETHING WRONG???



# There is a paradox



□ Despite the labour-saving devices we have no time



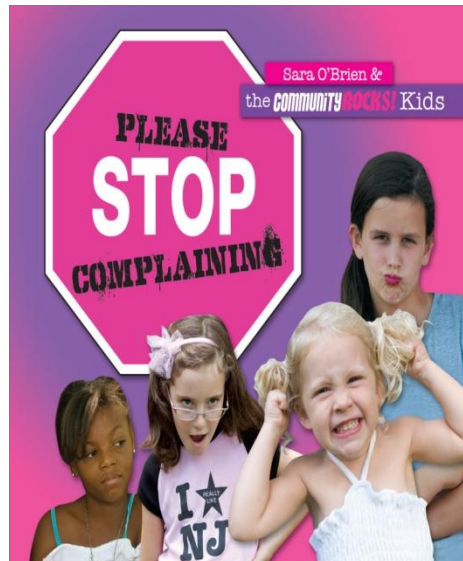
□ The kids are hassling



□ Our towns congested

□ Our air and seas poisoned

□ Food full of chemicals



# MORE SPENDING MEANS



- GREED
- DEPRIVATION
- CRIME
- POVERTY
- POLLUTION
- MONEY CIRCULATION

# WHAT IF WE DON'T SPEND AND CONSUME???



- THE ECONOMY COLLAPSES
- AIRLINES GO BUST
- MANUFACTURERS AND RETAILERS GO OUT OF BUSINESS
- THE WHOLE SYSTEM GOES INTO STALEMATE

**SPEND  
DAY**

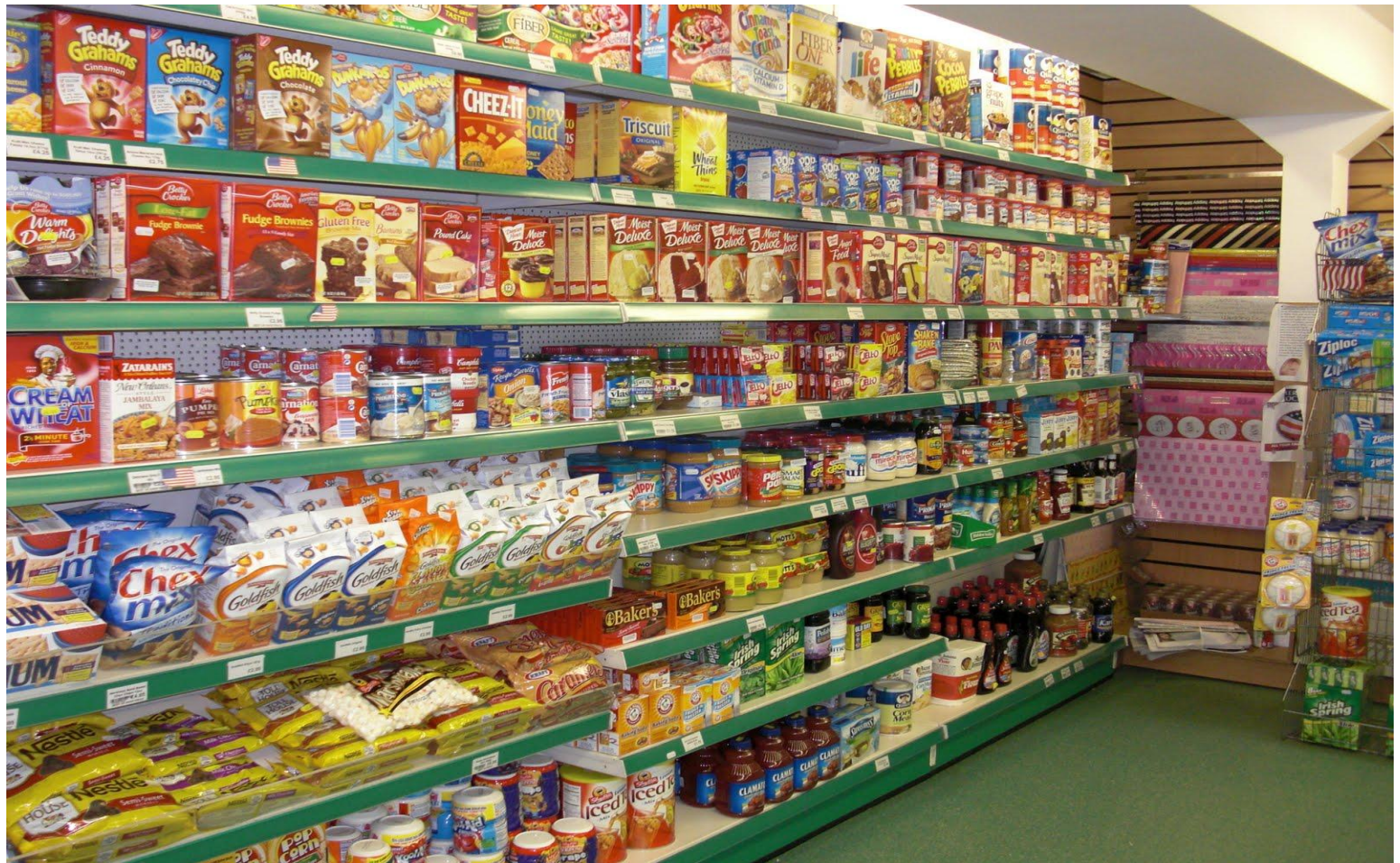
# IN ECONOMY WHAT DOES NEED MEAN?



IT IS A HUNGER THAT CAN'T BE SATIATED/ IS A MIRACLE THAT KEEPS THE ENGINES OF EXPANSION



# CRAZINESS



# SHOPPING MANIA





**THESE PEOPLE AREN'T HOMELESS, THEY'RE  
CAMPING OUT FOR A NEW IPHONE...**

[FACEBOOK.COM/WATMAB](https://www.facebook.com/watmab)

**THIS IS WHAT IS WRONG WITH OUR COUNTRY. IF YOU'RE  
INTO MINDLESS CONSUMERISM, YOU CAN CAMP ANYWHERE.  
IF YOU'RE PROTESTING THIS SYSTEM...NOT SO MUCH**

zipmeme



# BANKS ARE A PART OF THIS ECSTASY OF CONSUMPTION



PHOTOS: JOHN COUGHLIN/CNNMONEY

- ✓ LOAN
- ✓ CREDIT CARDS
- ✓ HIGH INTEREST RATES
- ✓ VAST PROFITS
- ✓ EXPLOITING 3 WORLD

# HOW CAN WE

# BREAK THE CYCLE

- WE NEED TO BECOME MORE CONSCIOUS AND AWARE OF THE RESULTS OF OUR ACTIONS.



NOWADAYS PEOPLE KNOW THE PRICE OF EVERYTHING AND THE VALUE OF NOTHING



© Lifehack



# *a brief history of consumption*



*wronghands1.wordpress.com*



*© John Atkinson, Wrong Hands*



# THE EVIL OF THE CONSUMPTION CULTURE

- MAKES US OBLIVIOUS TO THE IMPACT OF OUR OWN BEHAVIOUR
- IT MUSTERS THE DESIRE TO CONSUME
- WE BECOME SLAVES OF IT
- WE TRANSFORM INTO NON-THINKING CREATURES
- WE LOSE OUR HUMANITY AND JUST BECOME SELF-CENTERED FORGETTING THE ONES IN NEED.
- GIVE HARM TO THE ENVIRONMENT

