It's Everybody's Business!

The truth is exposed.......

hidden information revealed

waterproof e*-calendar for post-apocalyptic use

Published by
emancipa(t/ss)ionfrugten
and
museumoftheinter.net
Digitally distributed
in the logic of a conspiracy
theory
in the shape of a sales funnel
in the system of calendar time.

Waterproof when laminated.

*e as in the Epilogue

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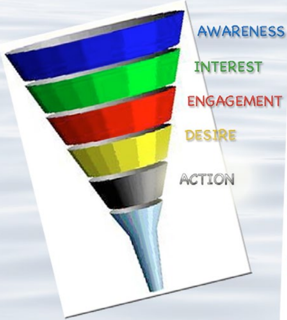

Instructions for use:

Follow the downwards spi
a marketing funnel, we kno
from product sales, a proc
initiated by awareness, and
interest, and then engagemen
then desire, and then act
inevitably leading to consum

We shall attempt to reappro
the funnel shape, it's great u
potential.

We call ourselves 'We' becau
like the company.

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opriate
atopian

use we

PROLOGUE

On the 13th of August were born both the Mayan Long Count Calendar

...

Think this is a coincidence? Quite likely
nevertheless it awakened interest to proceed the research of strangely
phenomenas leading to revelations that are shocking.

...

We shall illustrate the events leading up to the end of times
and with that a new era
end with that a new calendar

...

We shall examine case studies proving inadequacies of the existing caler
and it's relation to systems
from religious systems to the banking system

...

We shall fill up the funnel with speculations and shape a new cale

...

and We.

coinciding

ndar form

ndar

AWARENESS

THE MAYAN LONG COUNT CALENDAR

Though covered in mysticism and lunacy and industry
it is a well known fact
the end date is set on December 21, 2012
(some say 22nd, other 23rd
to argue for or against
is below the level of discussion)

An end inevitably leads to a beginning
IMAGINE THE SUBVERSIVE POTENTIAL OF
DECEMBER 22, 2012
a new system
a paradigm shift
the end of
race, gender, class, ethnicities
hours, time, labour, efficiency.

ONE SLIGHT PROBLEM THOUGH
the sales funnel through which we navigate
inevitably forms a shape of mechanics
that value productivity over pleasure;
efficiency over emotions; white man over anyone;
business over everybody.

This is everybody's business!

Waterworld is approaching

1995
“Behind the horizon lies the secret to a new beginning”
so we are told from the classic full length feature
starring Kevin Costner in the leading role
only problem is that we cannot swim
and we are not baptized
so what are the odds

We know it from the movies, there is only room for the selected few,
some will have to be let go
so we are told
by multi academy award winning motion picture from 1997 Titanic
was there not room for two?

We know it from the movies, the world will end by flood
“Oceans Rise. Cities Fall”
so we are told
quoting the great blockbuster Deep Impact from 1998.

What is it with all this water?
This fundamental fear of nature channeled into sloganism
slogans, like posters, dissolve and peel off when the waters strike
and we are left to drown.

KEVIN COSTNER
WATERWORLD
LET'S BE HONEST
THERE WAS ROOM FOR 2

THESE ARE NOT PURE STROK
THESE ARE POWERFUL TOOL
MYTH-MAKING TO DISTRACT
THAT WE'RE ALL GO
IT'S OPIUM AND IT'S
AND AS THE ILLUSION CONT
THEY ARE BUILDING SHIPS FO

THE AWARENESS PROCESS

ES OF RANDOMNESS
LS TO NUMB US ALL,
US FROM THE FACT
DING TO DIE
ADDICTIVE
TINUES TO CARESS
R THE SELECTED FEW

HAS BEEN INITIATED

‘Researching the Conspicuous Case

Mexico 2002
The team visited the spot exactly ten

# of the Chichén Itzá pyramid of the Yucatán peninsula.

years before the alleged apocalypse

NEV

AND

COINCIDENCE?

VERY LIKELY

ERTHELESS, WE WENT TO LEARN TO SWIM
TO CONFRONT OUR HYDROPHOBIA
IT WAS NORMAL TO BE ABLE TO SWIM
NORMAL, LIKE WHITE AND CLEAN, IS GOOD
SO WE ARE TOLD

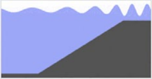
And then came the wave

Lisboa 2004

and as the word Tsunami entered our vocabulary we were in Lisboa
a city that had experienced a similar disaster exactly 149 years ago
yet again we were confronted with our disability, our hydrophobia
when waters strike
and strike they will

Located in what appeared to be a living archive of this odd phenomena
'Tsunami'
we had to investigate further.
And so it appeared almost too intentional
the resemblance to today's economy and it's threatening growth
we discovered this little piece of infographic

------->



When the wave enters shallow water, it slows down and its amplitude (height) increases.

JUST A CHANCE HAPPENING?

MIGHT BE...

BUT NONETHELESS WE STARTED WONDERING:
WHAT WILL HAPPEN WHEN THE STREAM OF INFORMATION
AND FLOW OF MONEY INCREASES SO MUCH
THAT IT COLLIDES WITH THE LIMIT OF TIME,
WHEN IT ACCELERATES,
WHEN IT ENTERS THE FUTURE AND FORMS A WAVE OF
CHAOS?

The Heavy Rains of 2011 and the occurrence of the e-coli

Copenhagen 2011
Then came the rain. July 2, July 28, August 14.
The Don't-drink-the-water-as-it-is-contaminated warning.

No longer afraid of drowning we now feared thirst, dehydration
even our dishwashers were insufficient, the e-coli was too persistent
all of a sudden our everyday life was experienced as challenging and demanding.
We were told not to shower, not to do the dishes.
We did it anyways - boiled the water three times as recommended,
cooled it in the fridge, showered with our mouths closed, no drops of e-death
could penetrate lips of death anxiety.

RANDOM ACCIDENT?
PROBABLY
STILL IT EXPOSED OUR MANIC HAZE OF VULNERABIL
WHEN SUPPLIES ARE DECREASED AND WE DRAIN
SUPERMARKETS AND CONVENIENCE STORES OF AL
BOTTLED LIQUIDS TO ENSURE OUR FUTURE EXISTEN
SURVIVAL OF THE WETTEST, GO BUY ALL WATER BOTT
BEFORE YOUR NEIGHBOR DOES
DRY THEM BASEMENTS WITH YOUR INSURANCE PAPE
YOU GOT ANY
CLEAN IS GOOD, CLEAN IS WHITE, PURITY
SO WE ARE TOLD
HENCE WE SHALL WASH OUR DISHES AND BODIES AGA
ALL ODDS

The ship - we know it from the movies, there will be li

ITY

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CE
TLES

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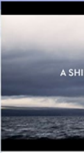
AINST

North East Greenland 2011
A ship of scientists and artists
so they said

a quick analysis of this project revealed:

A boat of mainly white western male scientists and artists
allegedly searching for the meaning of life by returning to some manhood magnifying natural elements and claiming them by violent neo-colonialist means
in the name of tradition
meanwhile hypocritically claiming to fight for some good cause unknown to the public
but something like: environment, science meets art, a “free space”, turning something upside down, like the understanding of things, etc..



ifeboats but not enough for all

P OF SCIENTISTS AND ARTISTS

NORDØSTGRØNLAND EKSPEDITIONEN 2011
KUNST · KULTUR · VIDENSKAB

COULD THIS BE THE SHIP WA
HIS ALLEGORICAL VESSEL CA
THE PROMISED LAND ESCA
CULTURE? SURVIVAL OF THE
MA

MAYBE, N

BUT SOME OF US IN THE T
WHETHER WE WOULD BE I
WATE

ALTER BENJAMIN ANTICIPATED?
ALLED 'POVERTY' HEADING FOR
PING CENTURIES OF WESTERN
WHITEST AND WEALTHIEST AND
LEST?

MAYBE NOT.

EAM STARTED QUESTIONING
NVITED ONBOARD WHEN THE
RS STRIKE.

The Platform - we know it from the mov

The Pacific, 2011
“Pioneers with new notions”
so they present themselves
The Seasteading Institue with a rhetoric bor
from social media and a neo-liberal approa
“the evolution of societies” are enginee
demanding their right
to “open the oceans for human habitatio
where they can exercise their undefine
“experiments”
and “homestead the high seas”.

We live here.

ies, inhabited by some, the rest is dead.

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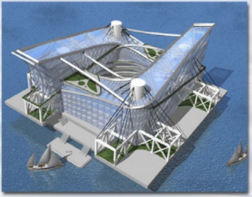


"Human evolution is accelerating"
so they say
quoting co-founder of the institute Patri Friedman
TRANSLATION: the tsunami wave is approaching
and they are building platforms for the selected few
leaving behind the redundant

THAT THEY

THIS TAKE-

IS IT REALLY JUST A COINCIDENCE?

Y ARE CONSTRUCTING PLATFORMS FOR A GROUP
OF PRIVILEGED SCIENTIFIC ELITIST?

OVER OF THE OCEANS AS A POWERFUL TOOL OF
POWER DIFFERENTIATING?

WHO KNOWS.
WE ARE THINKING CONSPIRACY.

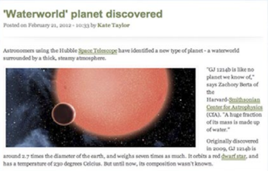
The Meteor -

A 'new
They dubbe

we know it from the movies, there will be shelter but not room for all

The atmosphere, 2012

It's funny because it's new.
v' planet had appeared in the horizon.
d it 'Waterworld' because of it's substance
hot ice and superfluid water
whatever that means
it's scary because it's new
unknown
like the tumor in your brain
with which you are not familiar



'Waterworld' planet discovered

Posted on February 21, 2012 - 10:33 by **Kate Taylor**

Astronomers using the Hubble Space Telescope have identified a new type of planet - a waterworld surrounded by a thick, steamy atmosphere.

"GJ 1214b is like no planet we know of," says Zachory Berta of the Harvard-Smithsonian Center for Astrophysics (CfA). "A huge fraction of its mass is made up of water."

Originally discovered in 2009, GJ 1214b is around 2.7 times the diameter of the earth, and weighs seven times as much. It orbits a red dwarf star, and has a temperature of 230 degrees Celcius. But until now, its composition wasn't known.

BUT WILL IT HIT?

VERY UNLIKELY

BUT IT’S FUNNY ‘CAUSE IT’S TRUE.
WATERWORLD IS ACTUALLY APPROACHING
INCOMPREHENSIBLE TO THE HUMAN ABSTRACTION
A REMINDER OF OUR MORTALITY
OBSCURED BY INSUFFICIENT TERMS
“HOT ICE”, “SUPERFLUID WATER”
A POWERFUL TOOL TO NUMB US ALL

Awareness has been initiated - interest has been aroused.

Previous spot-on examples prove
they are conspiring against us
they are rearming, strategies are laid out, not to the public but to the inside
time is accelerating, they say it themselves.

WE REFUSE TO BE REDUCED TO NEO-LIBERAL STRATEGIES OF THE ENTERTAINMENT INDUSTRY'S BOX OFFICES OR EVENTS OF CONSUMPTION
OUR DEATH ANXIETY SHALL NOT BE PRIVATIZED
RECLAIM THE APOCALYPSE
FOLLOW THE FUNNEL DOWNWARDS

INTEREST

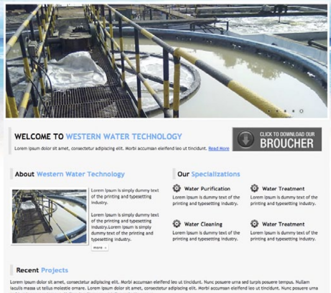
INTEREST

in the non-capitalized sense of a hobby
something you exercise in your everyday life
next to your profession
beyond the ordinary and beneath the valuable
without consequences but not without importance.

A PERFECT POSITION FROM WHICH
WE SHALL PRACTICE OUR DEVELOPMENT
OF CONSPIRACY THEORIES
NOT WITHOUT IMPORTANCE
NOT (YET) DANGEROUS TO SOCIETY
NUMEROUS EXAMPLES WILL FOLLOW
SO HOLD YOUR BREATH...

WESTERN WATER T

what an appealing co
as we began lo
This



WELCOME TO WESTERN WATER TECHNOLOGY

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi accumsan eleifend leo ut tincidunt. Read More

About Western Water Technology

Lorem Ipsum is simply dummy text of the printing and typesetting industry.

Lorem Ipsum is simply dummy text of the printing and typesetting industry.Lorem Ipsum is simply dummy text of the printing and typesetting industry.

Our Specializations

Water Purification
Lorem Ipsum is dummy text of the printing and typesetting industry.

Water Treatment
Lorem Ipsum is dummy text of the printing and typesetting industry.

Water Cleaning
Lorem Ipsum is dummy text of the printing and typesetting industry.

Water Treatment
Lorem Ipsum is dummy text of the printing and typesetting industry.

Recent Projects

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ABS

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ECHNOLOGY

mpany title we stumbled upon
oking into similar fluid issues.
had to be further investigated.
And here's what we found...

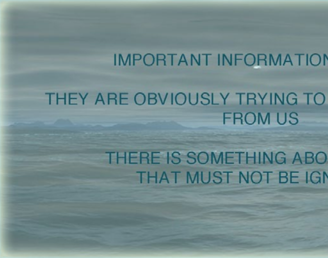
OLUTELY NOTHING

<----- Lorem Ipsum
vented to fit into any graphical
template

non-information

ith it's resemblance to ancient
Latin it often goes unnoticed

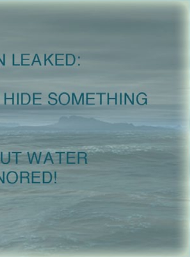
nonsense language made up
for the graphical industry
produce meaningless content
in it's purest sense.



IMPORTANT INFORMATION

THEY ARE OBVIOUSLY TRYING TO
FROM US

THERE IS SOMETHING ABO
THAT MUST NOT BE IGN



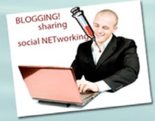
N LEAKED:

HIDE SOMETHING

UT WATER
NORED!

The Conspiracy of The WWW

World Wide Web
with it's streaming and it's torrents and it's sources and it'
what a lovely ocean they have presented us with, overex
and then they take it all back by law
SOPA, ACTA, PIPA
surveillance, control, consumer behavior
and they make it illegal to share
files
but feel free to share personal information for commercial
they gave us the sweet taste of utopian potential
we started relaxing
then they snap it out of our hands and they will do it again
each time making us more and more anxious
controlling by fear of loss



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TAKEOVER

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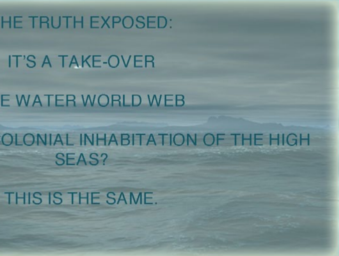


HE TRUTH EXPOSED:

IT'S A TAKE-OVER

E WATER WORLD WEB

COLONIAL INHABITATION OF THE HIGH SEAS?

THIS IS THE SAME.

100 years later anot
shores, heading for
a counter exhibition,
on that exact date of
April 14 2012
and we noticed som

TITANIC IS SINKING

100 years ago they shipped off passengers for some promised land
and succeeded in one of history's many exclusion projects
some had to be let go
they want some of us to die, really.

her little ship left the
Germany
a counter expedition
f the sinking

nething odd...
--------->

EXPOSURE:

THEY HAVE COMMENCED THE RAISING OF A SEVERAL
MILES LONG OVERGROUND AQUEDUCT
FOR “ADDITIONAL WATER SUPPLY TO THE CITY’S
CONSTRUCTION SITES’

SO WE WERE EXPLAINED

THEY ARE HOARDING WATER AND LEADING IT TO SOME
UNKNOWN LOCATION
AND THEY COVER IT IN PINK

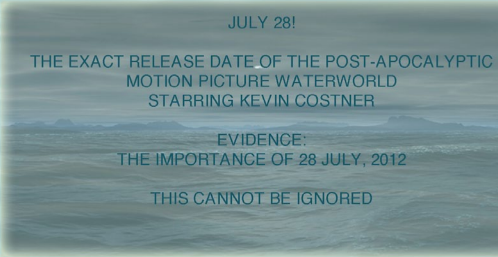
The Conspiracy of the Calendar Logic

And then another time in Germany...

We were working on revealing the inadequacies of the calendar system by proving it's manipulating character through exploitation of chance events:

At a party on September 28 2011 we found these “accidental happenings”:
It was the same date as the sinking of MS Estonia killing 852, and 852 divided by the 9th month as in September equals 94,666 illustrating an alarming amount of sixes leading to devilish connotations and the street number of the event 112 minus the number of guests 11 equals 101 as in LOL and the coordinations of the location of the event reversed places you in the Gulf of Aden off the Somalian Shore, an area notorious for it's piracy and if you add up these coordinates (52 and 13) you get a total of 65 and 65 times 9 equals 585 and the 28th of September is day #271 of the year and add this to the number 585 and subtract the amount of guests NOT attending the result is 852 like the amount of casualties on MS Estonia and the year 852 was a leap year meaning that the 271st day was actually the 272nd day and 272 cm is the exact measurement of the tallest man on earth, Robert Wadlow, who's hands reached 32 cm, and add this 32 to 272 and you get 304 which according to the Gregorian calendar is the date of...

continue scrolling for the not so shocking truth... ------->



JULY 28!

THE EXACT RELEASE DATE OF THE POST-APOCALYPTIC MOTION PICTURE WATERWORLD STARRING KEVIN COSTNER

EVIDENCE:
THE IMPORTANCE OF 28 JULY, 2012

THIS CANNOT BE IGNORED

The Revelation of a funnel system for excessive purity

The revelation came
when we most expected it
on July 28, 2012

We were sitting, chatting, d
a kitchen in Neukölln, Berlin

We were presented to a w
BRITA WATER PURIFICA
a company with a patent or
purifying tap water that is al
drinkable but allegedly their
'make it taste better'...

rinking red wine,
, Germany.

ater related object
TION SOLUTIONS
these filters for
ready perfectly
kitchen tool will

SHOCKING TRUTH REVEALED:

THEY ARE CREATING A FUNNEL SYS
FOR EXCESSIVE PURITY

SCARY, BUT NOT SURPRISING
WATER IS RUNNING OUT
THEY DOPE US THROUGH WATER AND CH
THEY NUMB US AND THEN THEY TEL
TO GO BUY A WATER PURIFIER

WE'D RATHER DRINK MUD

TEM

EMTRAILS
L US

The Conspiracy of the Medical Industry

All this purity...

And while moving even closer to important issues they started conspiring attempts to slow down our process of resistance.

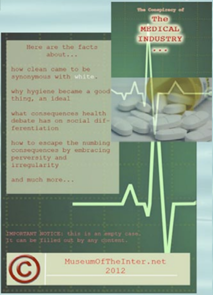
We knew too much and they felt threatened.

They started sending letters, death sentences.

Well aware that survival had to be ensured before meaning and truth could be explored we went to the doctor.

And what a mistake that was...

We



The Conspiracy of

The MEDICAL INDUSTRY . . .

Here are the facts about...

how clean came to be synonymous with white.

why hygiene became a good thing, an ideal

what consequences health debate has on social differentiation

how to escape the numbing consequences by embracing perversity and irregularity

and much more...

IMPORTANT NOTICE: this is an empty case. It can be filled out by any content.

© MuseumOfTheInter.net
2012

released a DVD on the subject just to get it out of our systems...

WARNI

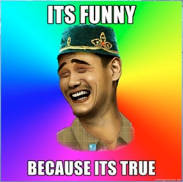
DO NOT LISTEN TO W
DO NOT ACCEPT THEIR “T
WE TRIED PRESENTING OUR GR
THEY REJECTED ANY KNOW
THEY PRESCRIBED PILLS, A W
FOR SYSTEM

WE HID THEM UNDER OUR TON

NG:

WHAT THEY SAY
TREATMENT OFFERS"
OUNDBREAKING RESEARCH
LEDGE ON THE SUBJECT
WELL-KNOWN SEDATIVE
CRITICS.

GUES AND SPAT THEM OUT



They might laugh
because it's new
But it's only funny
because it's true

continue onwards to the next chapter: engagement...

ENGAGEMENT

ENGAGEMENT

THERE YOU HAVE IT
ALL EVIDENCE SHOW
WATERWORLD IS APPROACHING
WE REFUSE TO STAND BY
WATCHING THE SHIPS OF THE ELITE
DEPART FROM VANISHING SHORES
WE WILL NOT ACCEPT
LOOKING UP ON EXCLUDING PLATFORMS
WHILE WE ARE DROWNING IN THEIR
OCEANS OF FECES
WE ARE EVERYWHERE

WE ARE ENGAGED

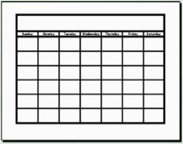
Slow the flow...

We shall appropriate the new time,
we shall resist any system they might shape it by,
we shall avoid any calendar they might propose.
December 22, 2012 we shall slow the flow!

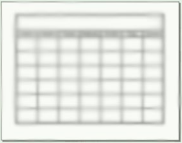
Waterworld Calendar Epilogue Development
The methods used for this calendar are numerous, the following are just a few examples.

Blurring the Grid

Sitting with a wall calendar, trying to dissect it, trying so hard to grasp it, we realized what the problem was. It was the grid and it had to be dissolved.



We used some tools to blur the grid



and look at this nice piece of NOWNESS

Temporal Measurements of A

To achieve nowness and as resistance to systems
we went into a state of asceticism
Asceticism can...

- ease the way
- in which you cease the day
- which is pretty much the same
- as nowness

Asceticism

of consumption

furthermore it...

- sharpens your sight
- of what doesn't seem right
- and it nourishes your skeptical
- and critical mind

- to

and most importantly it...

- slows the flow
- and makes it harder to go

buy food, things and clothes

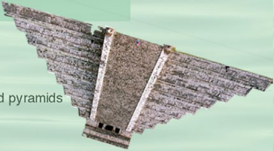
instead you stay in the now

Forms and Shapes of the

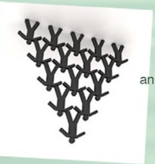
We looked at tornados

an

conspiracy theory



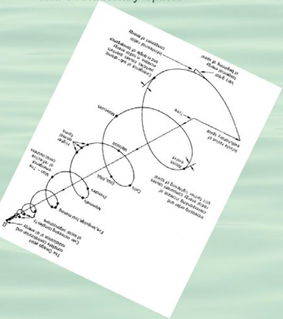
nd inverted pyramids



and upside down hierarchies

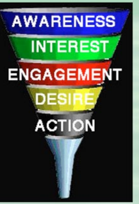
and hourglasses

and evolutionary spirals

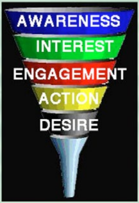

The Omega point complete centralization and radialization of all energy
Ω
Ever increasing complexity of social organizations
Fire, language, tool making
Mammals
Primates
Man – The emergence of reflective consciousness
Higher animal forms
Increasing order and corresponding increase of radial energy component causes still further tightening of spiral
Cells
DNA, RNA
Metazoa
Atoms evolve
Infinite radius of evolutionary spiral
Time
Molecules
Very great tangential energy at beginning of spiral
Emergence of sub-atomic particles causes quantum increase in radial energy and in angle of convergence
Infinitesimal radial component of energy

and we fo
disappoint
funnel.

und the funnel and we liked it so very much that we were
ted to discover it's commercial function as a marketing



To alter it's purpose we perverted it a bit:



See the difference?

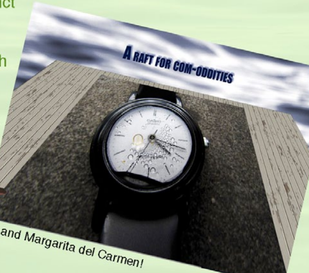
ACTION

Their spiral of consumption leads to contamination leads to consumption
there is something in the water
the water is contaminated
they are appropriating the water
they are colonizing the oceans
they are building platforms and loading ships
for the selected few
In a not so distant future this earth will become a field of battle
and slaughter and self destruction
we will instantly fight each other for survival
we know it from the movies
ice cold hands, worn-out shoes, canned food, solitary men
do not drink the water as it is contaminated
some will be the first to go
it will be rationalized in the media
something like: “200 deaths, no comments, needs further investigation”
almost unnoticeable
the numbers will multiply
it will not be a quick one
when the waters hit
excruciating length of time
it could be nice to stick together
when the waters hit
we will act as in direct action as in twisting their spiral
that is our perversion, our detournement
turning their spiral against themselves...

ACT 1: LOADING THE RAFT WITH COM-ODDITIES

The raft is uploaded
with digital oddities from skilled artisans
oddities of no purpose
those are the best ones, the defunct
A request for help was made
sent out to respected colleagues
and hence the raft was loaded with
a little assistance

Thanks to Ninna Poulsen!



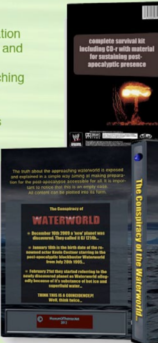
and Margarita del Carmen!

ACT 2: PUBLISH

This is everybody's business!
We would like to share previously hidden information
with other than ourselves since we are rather few and
solitude is so poorly enlightened
Digital distribution as it is, informative and far reaching
slow distribution rather than quick promotion
process slowed down by laminating
We team up with some friends, the publishers
emancipa(t/ss)ionsfrugten

We write about it
We read about it

It is sad
But if we laugh about it
it is less unbearable



complete survival kit including CD-r with material for sustaining post-apocalyptic presence

The truth about the approaching waterworld is exposed and explained in a simple way aiming at making preparation for the post-apocalypse accessible for all. It is important to notice that this is an empty case. All content can be plotted into its form.

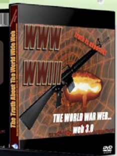
The Conspiracy of

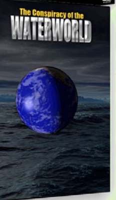
WATERWORLD

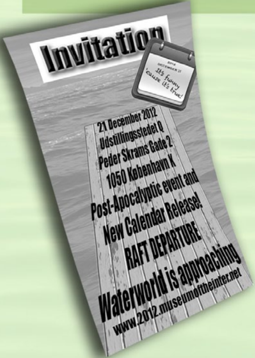
- December 16th 2009 a 'new' planet was discovered. They called it GJ 1214b...
- January 18th is the birth date of the renowned actor Kevin Costner starring in the post-apocalyptic blockbuster Waterworld from July 28th 1995...
- February 21st they started referring to the newly discovered planet as Waterworld allegedly because of it's substance of hot ice and superfluid water...

THINK THIS IS A COINCIDENCE?!
Well, think twice...

The Conspiracy of the Waterworld...
2012


WWW
WWIII
truth is exposed!
THE WORLD WAR WEB...
web 3.0
The Truth About The World Wide Web
DVD




2012
DECEMBER 21
It's funny 'cause it's true!

Invitation

21 December 2012
Udstillingsstedet Q
Peder Skrams Gade 2
1050 København K
Post-Apocalyptic event and
New Calendar Release!

RAFT DEPARTURE

Waterworld is approaching

www.2012.museumoftheinter.net

ACT 3: INVITE

The last day and the flood will hit
we will team up
there will be music and wine
and water
Waterworld is approaching
we are in it together
ve shall depart from vanishing shores

ACT 4: DEPART

We were thinking
of buying a boat for the departure
canned food, ammunition
antibiotics, preparation
spend a small fortune

No
Wait
It is a trap

That is exactly what they want us to
do

But purchase, we will not

Their desire necessarily leads to action leads to
leads to consumption leads to emptiness

Our action inevitably leads to company leads to
leads to desire leads to desire

They have a yacht and it is loaded with canned
green pill box - ingestion leads to emptiness

We have a raft, a simple cardboard constructio
and there's room for plenty

They call themselves 'I' because there's no I in
except for the one in the a-hole

We call ourselves 'we' because we like the com
and need the assistance

and with that follows an ancient poem of desire o purchase

desire

food, and like a rectangular

n

TEAM

pany

from the future, slightly tilted to the right:

DE

SIRE

On the raft we are d
and fear
keep

riftin', as the flood hit we rolled up to fetal positions, our new perspectives
not - to moist salty lips and wet dry tongues we have a device
dancing till the world ends, sweaty bodies condensed steam
collected by the device, the lovely device
long tall neck a funnel and a deck
sweat some more and a drop
drips down and out
shaped by desire
we be driftin'