CILDO MEIRELES
Insertions into Ideological Circuits: Coca-Cola Project, 1970
Three Coca-Cola bottles with transferred text
Courtesy of the artist and Galerie Lelong, New York, NY

Meireles utilized the system of bottle returns for the Coca-Cola Company to distribute political messages to the unsuspecting public. The Brazilian artist would take an empty Coke bottle and print on the bottle in white ink a message such as, “Yankee Go Home.” The ink was practically invisible in the empty bottle, which would return to the factory for refill and then be sold again to the public. The use of this system of circulation and exchange provided a means for Meireles to critique American cultural imperialism and the complicity of consumers in Brazil.

—Monica McTighe, Assistant Professor of Contemporary Art, Tufts University