



“The fully enlightened earth radiates PEPSI triumphant.”

—Source unknown

“The Pepsi ethos has evolved over time. The vocabulary of truth and simplicity is a reoccurring phenomena in the brand’s history. It communicates the brand in a timeless manner and with an expression of clarity. Pepsi BREATH TAKING builds on this knowledge. True innovation always begins by investigating the historic path. Going back-to-the-roots moves the brand forward as it changes the trajectory of the future.”

2008[[note](#)]

—Arnell Group, *Breathtaking*, Design Document,  
[[note](#)]

“Some years ago, on a stormy night in New Haven, I sat down to reread [*Paradise Lost*] ... And while I read, until I fell asleep in the middle of the night, the poem’s initial familiarity began to dissolve ... Although the poem is a biblical epic, in classical form, the peculiar impression it gave me was what I generally ascribe to literary fantasy of science fiction, not to heroic epic. Weirdness was its overwhelming effect.”

—Harold Bloom[[note](#)]*The Western Canon*, (2004).[/[note](#)]

“Yet he who reigns within himself, and rules  
Passions, desires, and fears, is more a king;  
Which every wise and virtuous man attains:  
And who attains not, [...]   
Subject himself to anarchy within”

—Milton, *Paradise Regained*, ii.457-62

## DAY 1. THE PEPSOIDAL FALL: Pepsi & Teleoplexy

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Of four infernal rivers, that disgorge  
Into the burning lake their baleful streams [PL: ii.575][note]Quotes  
from *Paradise Lost*, ed J. Carey (Longman, 2007). Henceforth abbreviated  
to 'PL', and with reference to Book Number (numerals) and Line Reference  
(number).[/note]



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