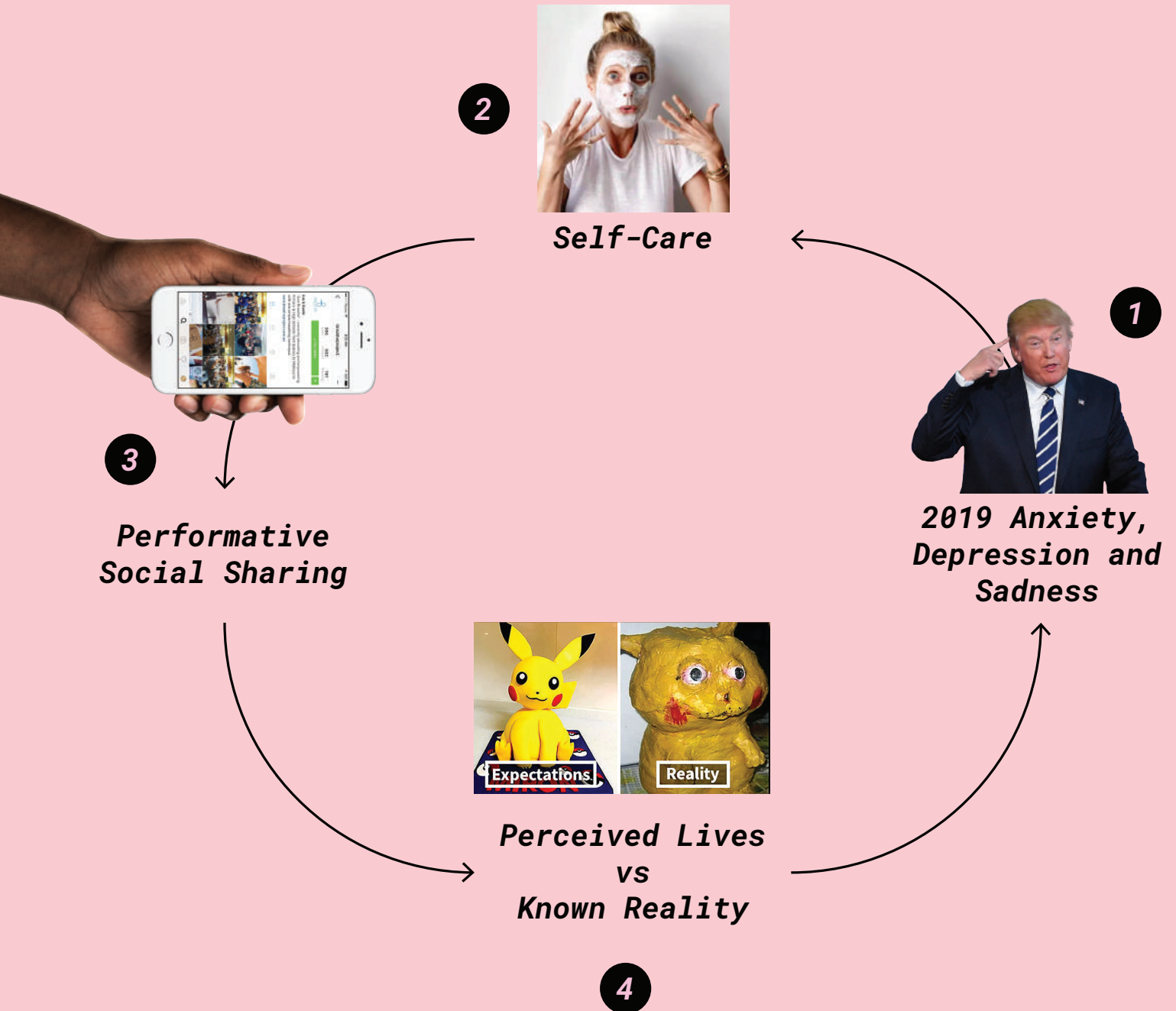
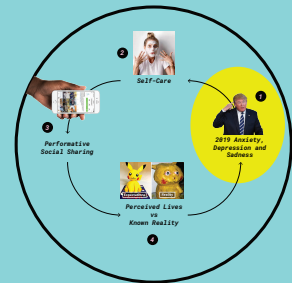


Toaster Bathbomb



Bathbomb Manifesto



1

2019 Anxiety, Depression and Sadness

The youth live in a constant and unremarkable state of existential despair. Our climate deteriorates; our political system gives the lie to any semblance of justice, sense, or stability; a whole generation tacitly acknowledges that financial prosperity is less likely than not. These conditions, once shocking, are now a consistent backdrop to all endeavours: we live, after all, in a society.



Fig. 1: Climate Doom



Fig. 2: Political Instability (Insanity) (Inanity)

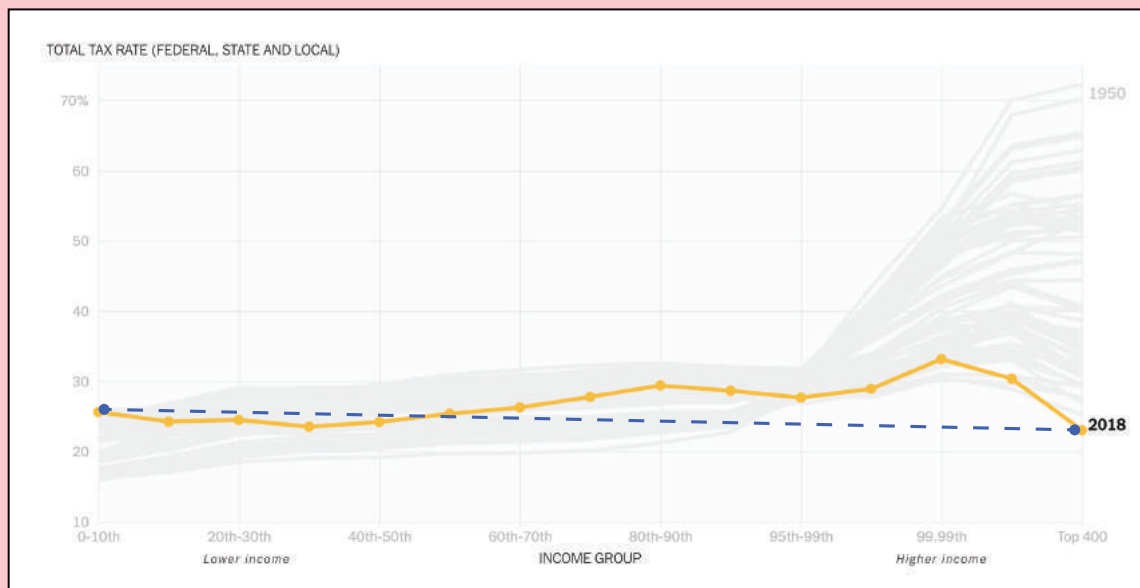


Fig. 3: Financial Hopelessness

New York Times

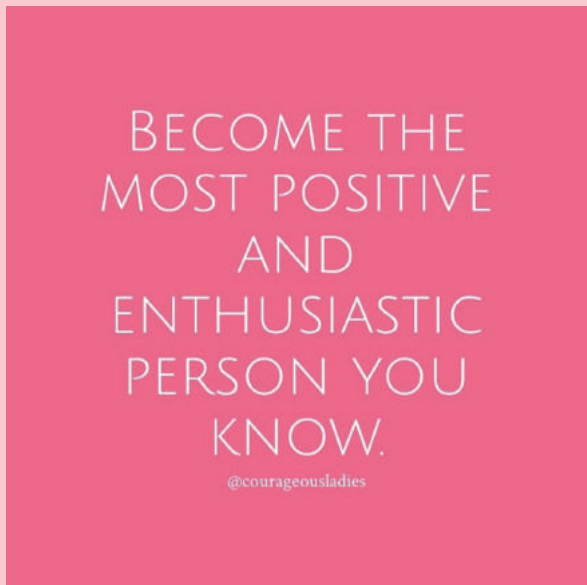


Fig. 5: BECOME THE MOST POSITIVE AND ENTHUSIASTIC PERSON YOU KNOW. @courageousladies Instagram

2

Self-Care

Everywhere we are told it is important to take time for self care. Ask your friends permission for their emotional labor. Get a massage. Bail on plans and spend a night in the tub with a glass of wine. Get candles, and scented oils, and bespoke soaps, and recreational drugs. Satisfy immediate material wants in the name of Radical Self Care - indulgence is radical in an uncaring world.

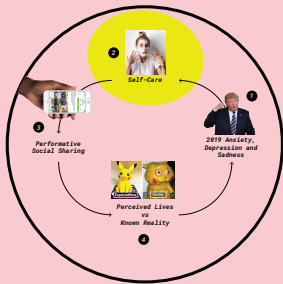
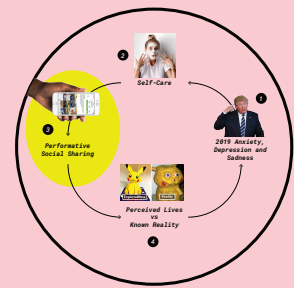


Fig. 4: Lush Bathbombs. If all you can sooth is your meat shell, then soothe it to excess

Performative Social Sharing



When things are nice, they must be broadcast. It keeps your mother from worrying, if she follows you. Instagram posts are a paper trail of memories, and we might as well pick the best of the lot. Moments spent specifically alone in your apartment for self-care can be social interactions too, if your friends comment along. It's the best of both worlds!

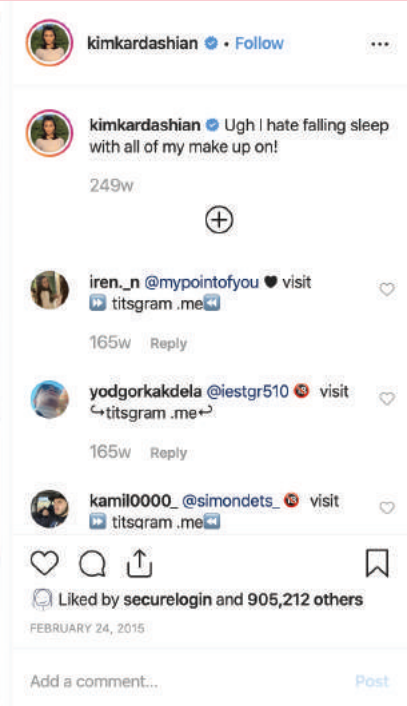
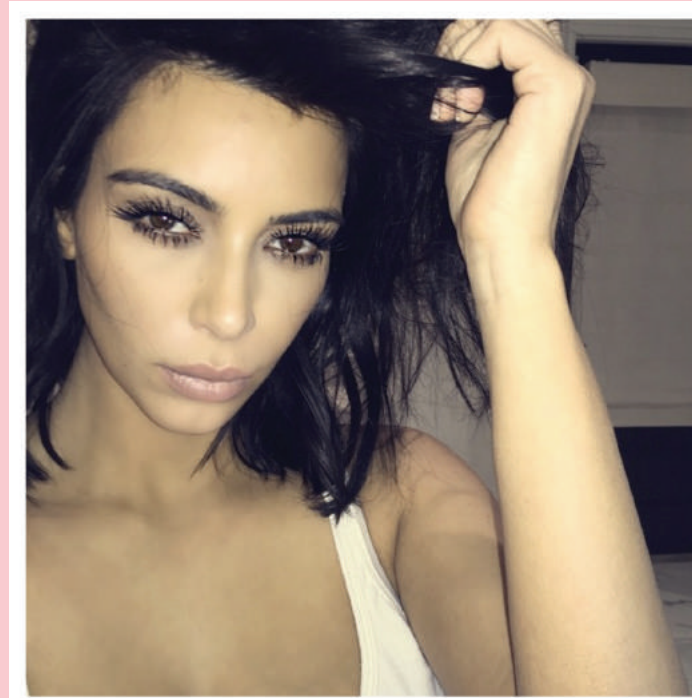
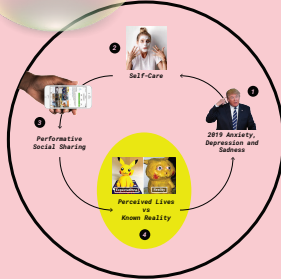


Fig. 6: Everything was beautiful and nothing hurt



Fig. 7: Take a Charcoal Bath. you'll feel better.

Perceived Lives vs. Known Reality



Of course, the obvious disconnect between what we see of others and what we know to be true about the condition of the world only heightens our effective ennui. We return to our own misery as we collectively deny each other the company we would so love.

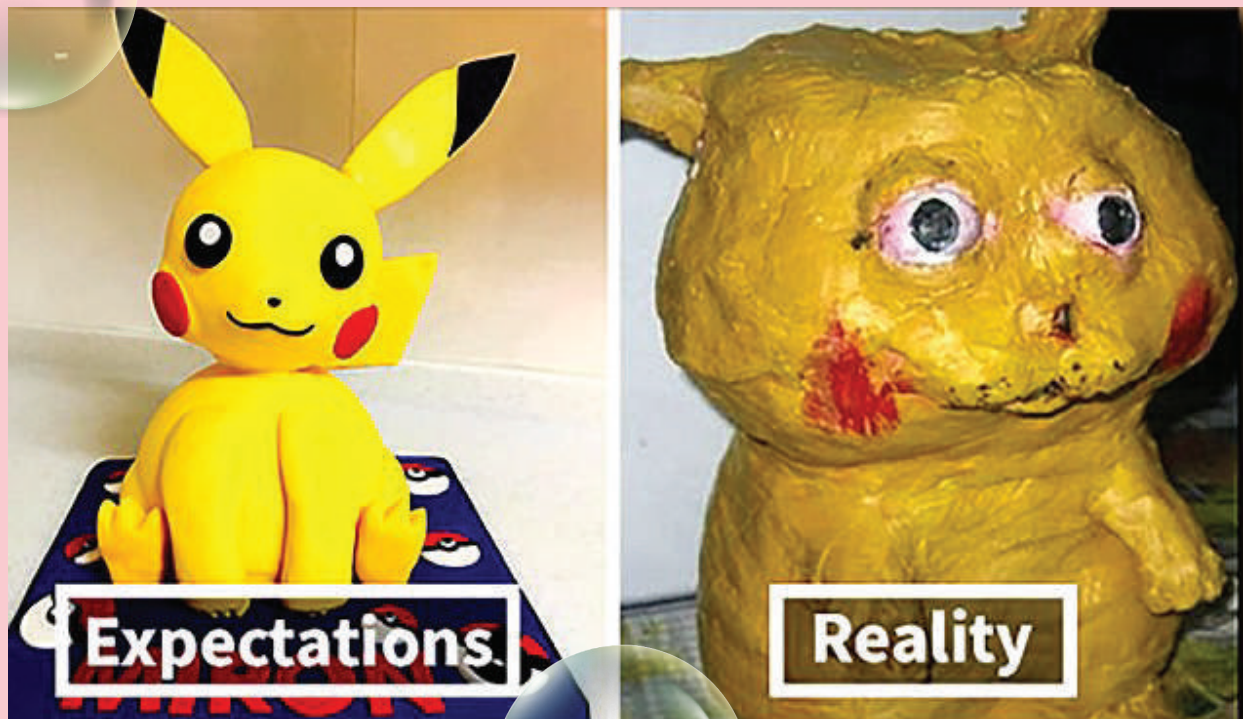


Fig. 8

The Life of the Meme

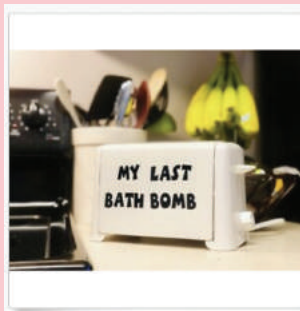


Fig. 9: Bill Murray's character in Groundhog Day

The concept of the Toaster Bathbomb predates MSCHF's execution of it - it has existed as an informal meme format for years. Additionally of course the image of a toaster being dropped into a bathtub has a lengthy history in visual culture, particularly film. The toaster, as an electrical appliance, has overtones of modernization and technology in many of its early appearances that are lost as it has become a trope. Depictions of a Toaster Bathbomb have floated through myriad social platforms, whether hand-drawn, Photoshopped, or as a photograph of a real toaster bearing a sticky note reading something in the vein of "My Last Bathbomb."



Fig. 10: A typical depiction of the Toaster Bathbomb



Custom Proctor Silex 22611 2 Slice Toaster (Not An Actual Bath Bomb)

★★★★★ 8 product ratings

Condition: **New**

Price: **US \$44.99**

[Buy It Now](#)

[Add to cart](#)

Best Offer:

[Make Offer](#)

[Add to Watchlist](#)



So excited to try my new bath bomb.



Bath Bombs are amazing!!! I need some 🧼🧼🧼



Razer : made a toaster
Me : Finally I can take a bath in 60 fps

Best bath bomb I've ever seen





Hopelessness is Banal



The all-pervasive character of these sentiments manifests in many pieces of memetic content. The Doomer/Bloomer Boomer/Zoomer construction sets up an entire identity matrix founded on the assumption that the world necessarily engenders hopelessness - whether in the face of apocalypse in the Doomer construction of the world, or merely in the face of catastrophe, as in the angry-optimism of the Bloomer.

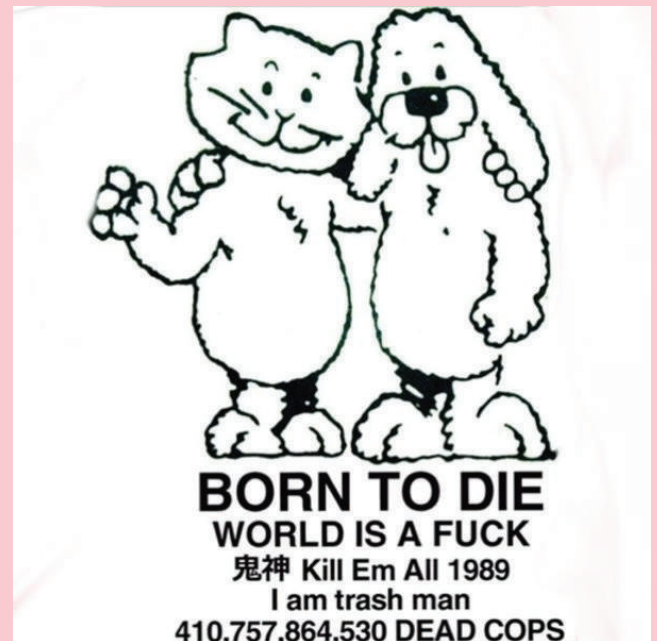
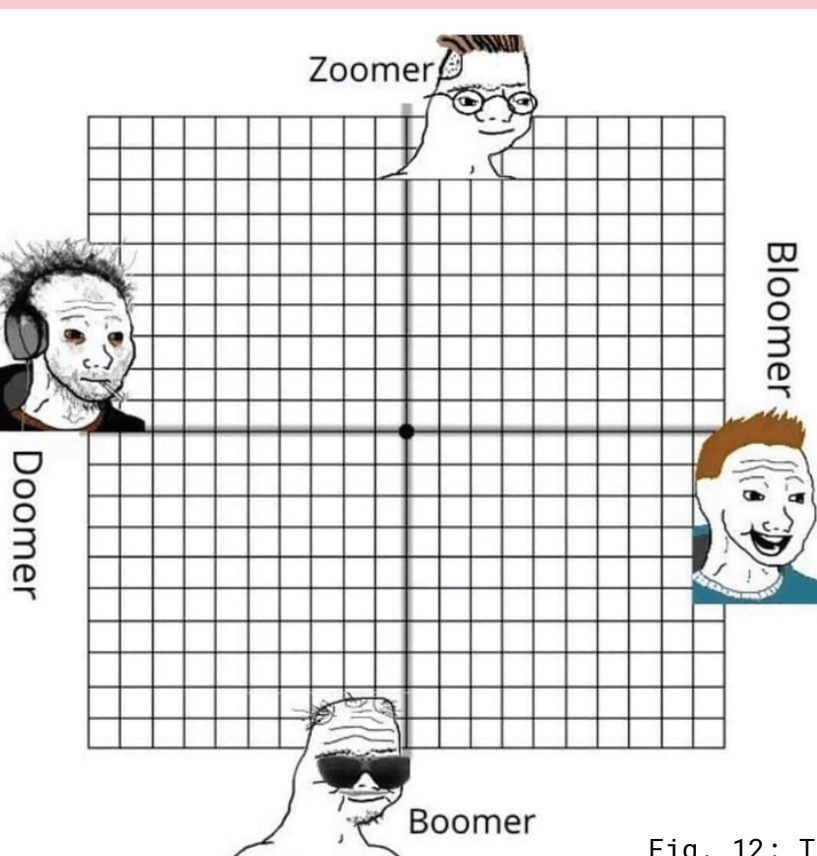


Fig 11: the relatability of this Shanzhai Lyric t-shirt lies in the nagging sensation that it has been generated by a naturally occurring current in the zeitgeist

Fig. 12: The Doomer/Bloomer/Boomer/Zoomer identity matrix

While most notable for its sheer idiocy, the “Noo Don’t Kill Yourself You’re So Sexy Aha” Snapchat meme presupposes both that it is not unusual for a casual Snapchat to discuss the possibility, and also flattens the dialogue into the same unremarkable horny-braindead patterns of late night flirtation. It is both notable for its inanity, and also utterly relatable in its unremarkability, which leads to its widespread propagation as a word format.



Fig 13.

Quite possibly genuine Tide Pod consumption would kill the eater, or at least lead directly to significant harm. We embrace the craze with outright glee.

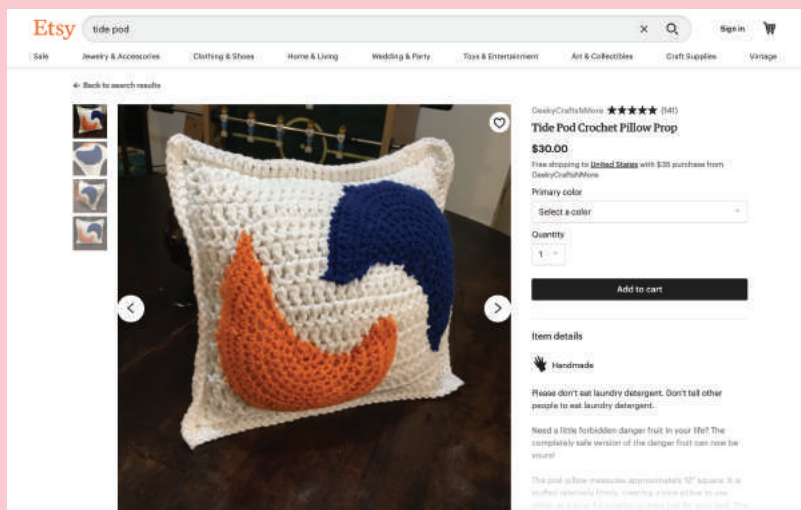


Fig. 14: Our most Etsy-bound mothers gleefully crochet effigies of the poison we profess our burning desire to digest



Fig. 15: Zoomer consuming a Tide Pod

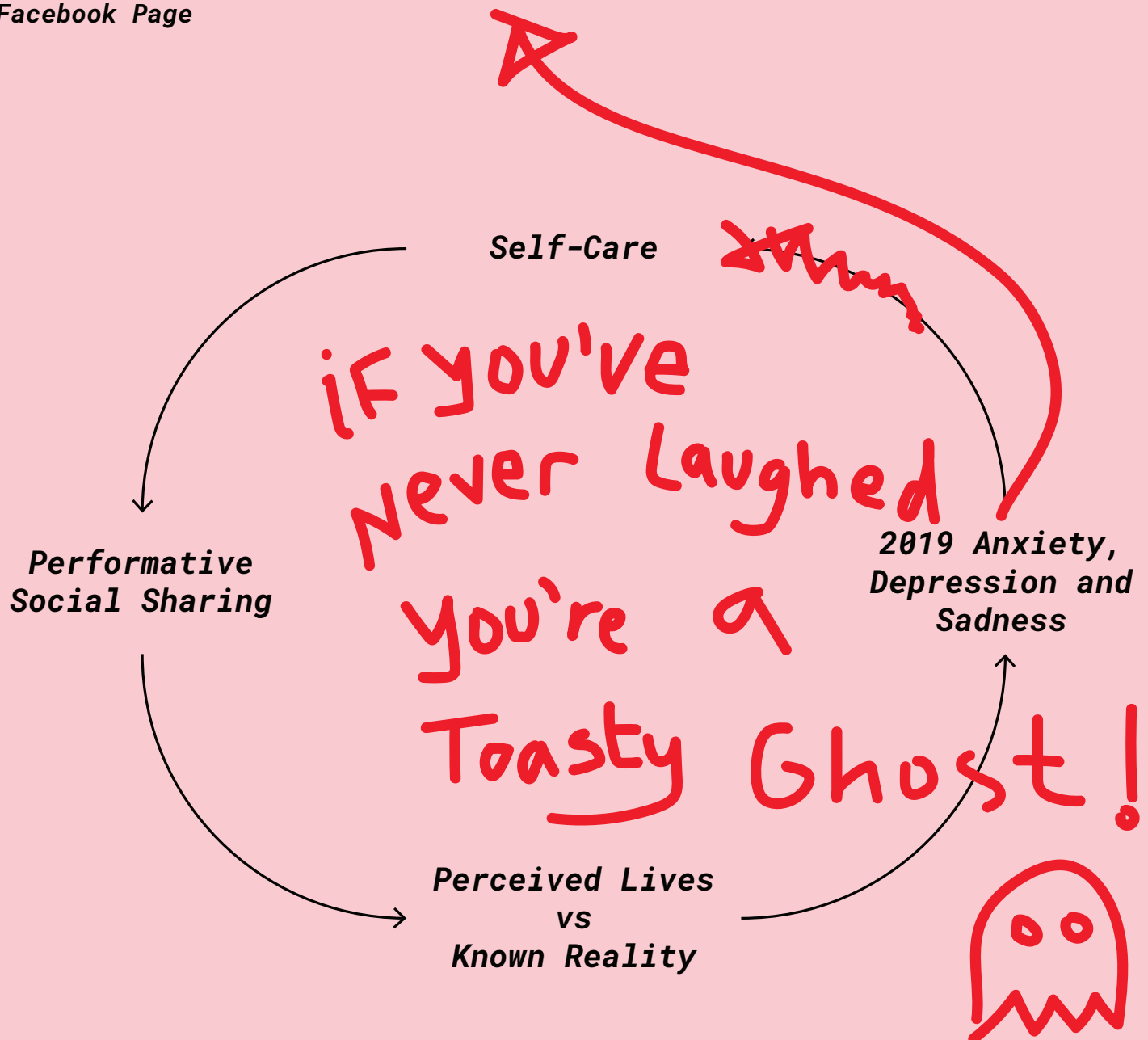
Expressions of devotion in text based media (i.e. on Twitter, or in comments on image-based platforms) verge upon self-flagellation. "Run me over with a truck, daddy!" an expression of mere admiration. As the threshold to feel rises ever higher we must turn to hyperbolic invocations of harm in order to effectively praise.

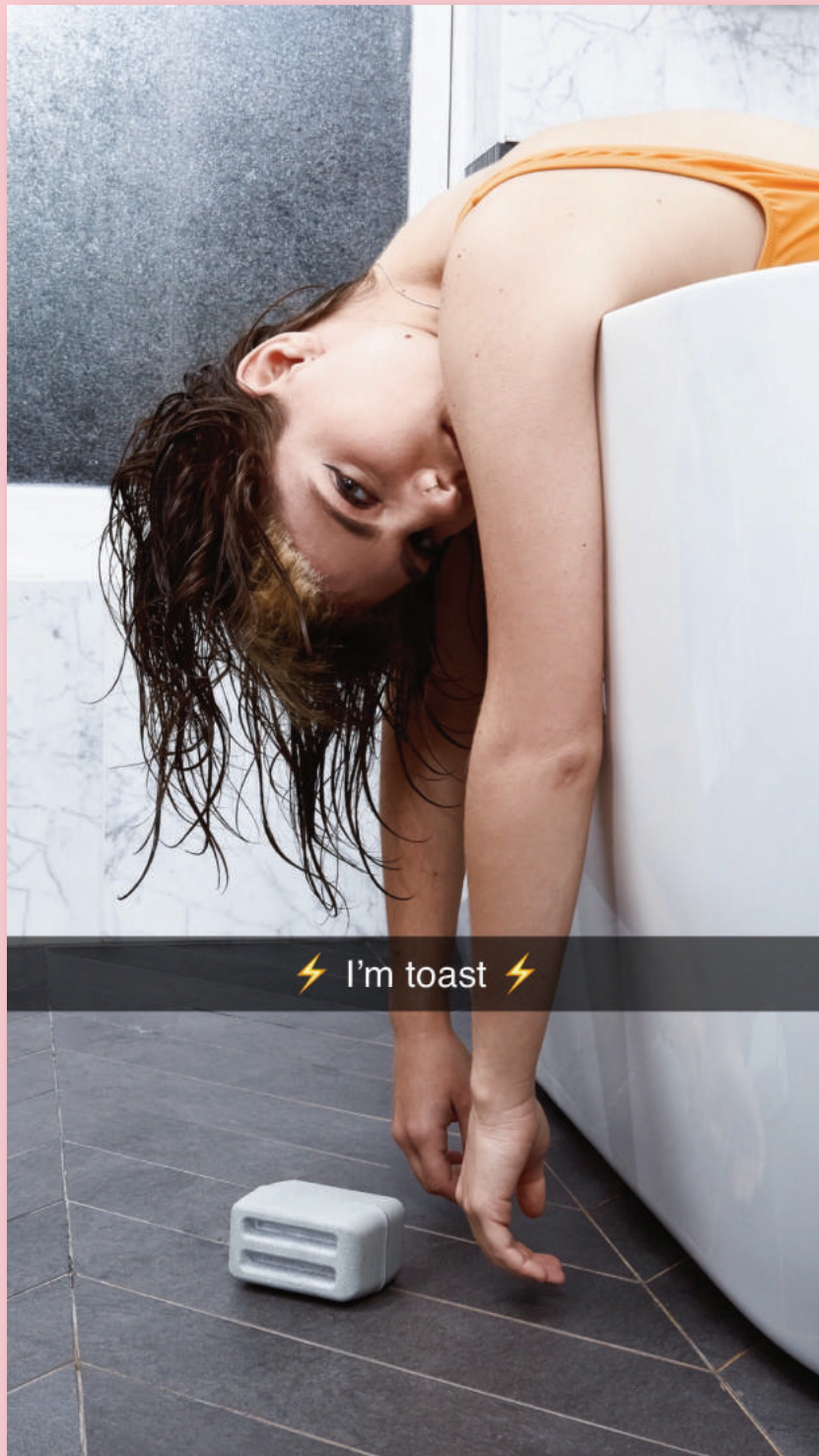
When you laugh at your pain it makes it easier.

"If you laugh at your pain it makes it easier to deal with sucky feelings and stuff," - Anxiety & Depression Memes Facebook Page



Fig. 16: Toast Bathbomb Tide Pod Meme. Lol.





⚡ I'm toast ⚡