

## Broken bodies

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## Broken bodies

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### ABSTRACT

The following trilogy draws on the lives of those afflicted by a chronic condition and their experiences of both consuming and being consumed by their illnesses. For the patient and his or her loved ones, living with the illness is an emotional roller-coaster that involves rapid transitions between devastation and joy. The poems in this series elaborate upon those emotional moments when patients and caregivers engage with ordinary household objects and pharmaceutical substances to explore the notion of the broken body and soul.

### ARTICLE HISTORY

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### KEYWORDS

Love; desire; chronic illness;  
broken bodies



## Container rose

Pale pink  
*Pavlova rose*,  
soft, strong, and delicate.  
My turmoil I must confess:  
an unresolvable umbilical tale,  
a tinny tube; your cannula  
holds us together  
as we search for virgin patches of skin.  
Insulin pumps  
my heart out.  
Through its arteries,  
hope drains.  
My soul aches and aches  
like a sprung watering can.  
Why must we lug  
this undesired bag?  
I should have known  
there is no rose without thorns.

## Palliative pleasure

*Oh God! May I be alive when I die.*  
—Winnicott

A fine line of first wrinkles  
hides a denser marrow, a fibrotic scar,

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making my prognosis of the dubious kind.

Dismissed from official protocols,  
I improvise an overdose,  
combining Pegasys  
with a classic Bordeaux Saint-Émilion.

While the liquids vagabond through my veins,  
I dance in bliss,  
dropping still,  
dreamy and naïve—  
perhaps a temporary relief?

When your hands tie up my broken body,  
I make a last attempt to mesmerize your ears.  
Then, in the depths of your curly hair,  
my hips explode  
with volcanic fervor,  
and we make love  
until the last platelet drops.

## Dans mon lit

A bitter taste assaults—  
an inscrutable feeling:  
perfidious, distorted,  
unconscious, confused.  
Immobile, I partake  
in this evil genius's game,  
made in Italy  
and suspiciously branded  
*Illusione*.

He wraps me up,  
full of hope,  
in Egyptian cotton.  
While the world  
still pretends to be working,  
I breathe my last:  
Bruno Jovanovic's  
*Dans Mon Lit*.

## Branded consumer artifacts

*Anna Pavlova* (bush rose): Bred by Peter Beales in 1981, the Pavlova rose pays tribute to the famous Russian dancer Anna Pavlova, born in 1881.

*Pegasys* (peginterferon alfa-2a): This is a registered trademark of Hoffmann-La Roche Inc. Interferon is a protein that reinforces the body's immune system to help fight infections and severe diseases.

*Bordeaux Saint-Émilion*: Saint-Émilion is a winemaking appellation specific to the Bordeaux region of France.

*Illusione*: The Illusione collection is one of the most popular classic collections of bed linens by Frette, a fine Italian luxury producer of linens and home furnishings since 1860.

*Dans Mon Lit*: A bed-linen spray created by Bruno Jovanovic, the Dans Mon Lit fragrance is a combination of half Turkish rose essence and half Rose Water Essential.

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## Notes on contributor

*Pilar Rojas Gaviria* is Assistant Professor of Marketing at Pontificia Universidad Católica de Chile. Her work focuses on understanding the role of consumption in the construction of multicultural collective identities and solidarities. She draws on philosophical theories, poetry, and research on consumer behavior. She has published her work in *Journal of Business Research*, *International Marketing Research*, and the *Journal of Consumer Behaviour*.

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