

“To be one’s own master” is to have the power to make your own decisions, as you do not have to be controlled by others—as in something or someone with the ability to wield power as a form of control or the disposition of something. It is humane to crave power because it is delicious; that is how our brain perceives it (at least). There are many reasons why one would want power, perhaps throughout their lives, were never placed in a position where a ruling is in practice. Others are sadistic and crave only to behave negatively towards another, or maybe they have developed a superiority complex as a defence mechanism. Perhaps they enjoy the feeling and rush that power provides, or only want praise as they abide by other’s expectations; but maybe—just maybe, someone would desire Power to impart meaning to their life.

PROJECT SCHEDULE

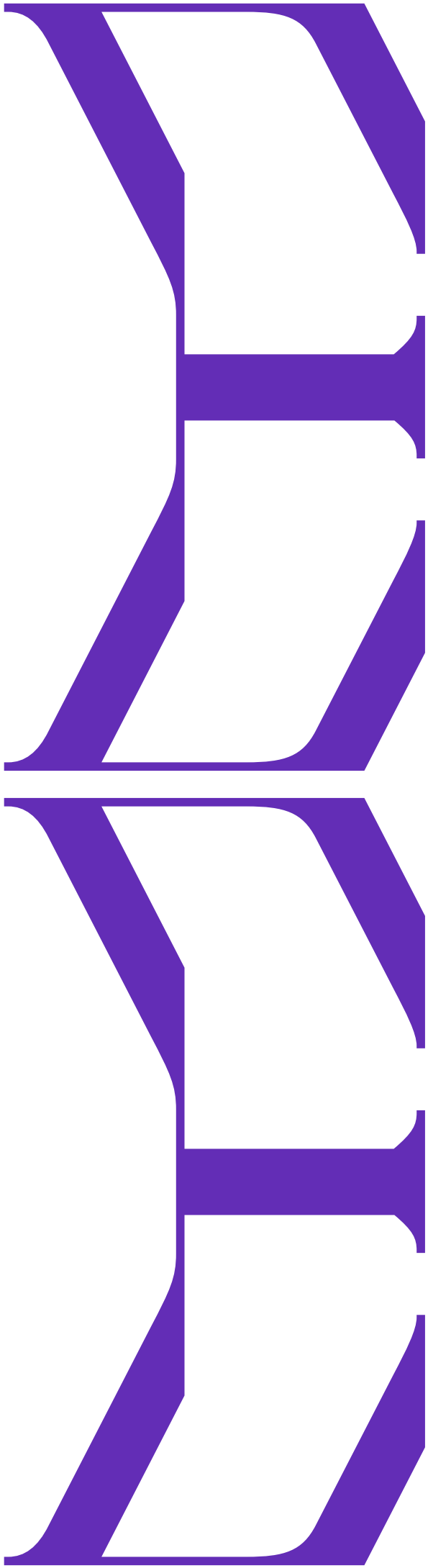
From the 21st of January to 22nd, all the investigation collected, and graphic elements created thus far are revised. The next week, from the 25th of January to 29th, more research will be conducted regarding the following topics: Fetishism; Power Systems - Visible, Hidden and Invisible. Research on projects already conducted regarding the following topics or that circle around them. The following week, from the 1st of February to the 5th, while deepening the investigation through different media types, the Final Project will begin to be graphically sketched by mappings. From the 8th to the 12th, the plan will be as the previous week but with more in depth design development. In the two following weeks of February (15th-19th and 22nd-26th), the prototype development for print and digital outcomes would be in development.

The investigation would continue. By the first week of March 1st to 3rd, finalized graphical prototypes, notes or writings and collected references, are to be prepared to present on the 4th of March (formative submission). The following three weeks (8th-12th, 15th-19th, 22nd-23rd) will craft the final print and digital outputs of the Final Major Project. All references collected and notes taken until this point are to present. Finally, from the 25th of March till the 4th of May, time will be used consistently to execute corrections on the project.

JANUARY 21st-29th **FEBRUARY**
1st-26th **MARCH** 1st-23rd **APRIL**
2nd-30th **MAY** 1st-4th

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Million Masters is a catalogue filled with twenty-two worthless objects ranging from 0 social value up to 1,000 000. Each object was chosen, with particular attention regards, its attributes and superstitions. For instance, the umbrella—opening an umbrella indoors may bring bad luck; or asking Yes or No questions to a pendulum can give us answers. These and many others are on sale for a certain quantity of social value. The more value one has, the more power they may partake. Not all objects have the same value, be it emotional or materialistic but, the more one collects, the bigger one's social value—of course. All objects pray on one type of fetish regarding the artificial concept of power and their attribute connection to the Major Arcana, meaning that all twenty-two objects have one of the twenty-two Major Arcanas associated with them. The tarot deck is one of the most fetishized objects in history due to its union with future predictions and fortune-telling. If these attributes were tangible, wouldn't they be the culmination of power? MM is a symbolic collection fetishizing commodities and sharing fetishist ideals and principles. Such coming to an end with a cumulation on a critique towards the fetishization of objects and concepts.

As it turns out, it becomes a societal cycle, which is the intention of this catalogue. To demonstrate how the three power systems (Hidden, Visible, Invisible) make society's Wheel of Fortune rotate through specific behavioural rules (and the capital), I have decided to catalogue and break down each item—artificial creations imbued with supernatural attributes. Partaking on this will be an analogy using the tarot. Twenty-two Major Arcanas associated with each object. The fetishism of such an object gives exclusivity to the collection, as it analogies the representation of the re-symbolization of an individual moving through power systems.

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Power expresses the ability to act, the collective action and the action within and represents the influence of beliefs or conduct. It can be a relative concept, dependent on its use by individuals, groups, or industries. Focusing on Power Systems, it is possible to identify three of them within an invisible grid: Visible, Invisible and Hidden. Masterful people exercise each of them and are presently in our formal rules, structures, institutions, procedures for decision-making, (political) agendas and preconceived beliefs.

The investigation began by questioning the concept's relativity in terms of its use or application.

It was possible to understand that the Human Social System revolves around, the fetishization of Power and has been this way for many centuries since ancient civilizations. Structures and cultures of Dominance came from the need for rank competition and submission to a single identity. The primary objective is to explore Power as a fetish in the System and Social Structures, considering its groups.

While focusing on commodity fetishism and how it manifests contemporary, the project would strive to explore Power Systems (regarding the social context present in each group). Created from fetishism, something human-made, "Power" seems to have a specific attribute or inherent value gifted by us. Anyone can fetishize Power in, and the ways to it are countless. For many centuries human race has fetishized Power from primitive to intricate and elaborate. From spiritual to mundane. From material to immaterial. From slave to human. From social to economic classes. From hierarchical to disordered and free-for-all. From socialism to communism. From left to right. From nothing to all. The root of Power lies in its fetishization by human society and can be often used, in quite some perverse ways. Different fractions applied in particular societal groups. Each seems to have its rules and thought mapping. It is, after all, a subjective and relative concept.

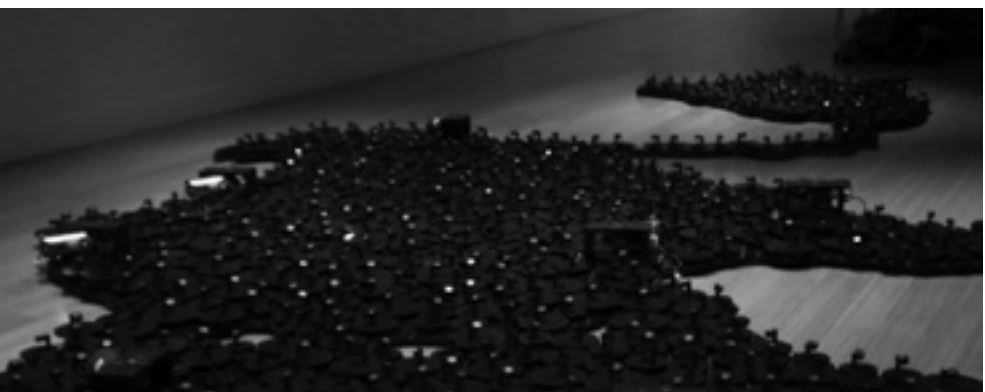
POWER in society defines as the ability to act; collective action; and the activity within but, may also represent the influence of beliefs or conduct. It is structured in two main frameworks: Expression of Power and Faces of Power. These create Power Systems: methods and processes pierced in society—making us useful in the global hierarchical pyramid. Every class seems to have a task inside this scheme, be it un-

consciously or unconsciously. Society constructs patterns of behaviour based on the social construction of reality. However, it is by our influence that we define how society is. Not only this, but we are also able to see how others influence third party actions and the action toward something.

Objectively we all have roles and fluidity in society allows us to change them, depending on our place of the hierarchy. We pray and have faith that we can change it. We fetishize Power and adorn it to something. Be it material or immaterial. Present or omnipresent. Real or fantastic. We subordinate to something larger in Power than us. We fetishize commodity. We fetishize what we can.

One of society's constructions is related to individual or group behaviours. It deems specific actions or speeches as acceptable or unacceptable. A grid is a structure, a framework, a network, a pattern—composed to align a set of rules within a group. Let us see it like this: it helps align the given (specific) regulations in society, considering the three central systems with the supposition that this is good for human civilization. These systems: VISIBLE, INVISIBLE & HIDDEN, can then distribute along the grid, reaching all societal groups.

Each one placed according to their economic possibilities, beliefs, gender, sexual orientation, age, ethnicity, social behaviours, country and city, job, hierarchical position within a set, disabilities, mental and terminal illnesses. The societal organization system is overall based, on Power or Authority, with distribution spread around governments, nations, institutions, organizations, or societies. Structures may be, constructed to maximize values like justice or righteousness, efficiency, or income, such as in a hierarchical group where individuals will subordinate to a single entity.



1. Power 2: Heart Lake as seen through the eyes of Manley Natland (2009).

Cultures are prone to form within human nature. The Dominance or, Dominator culture has a structure of a dominance hierarchy. Here individuals of a social group interact belligerently for the creation of a rank system. It is often an aggressive competition between “members”.

Although this culture is present today, most of it is inside the elites that control a polity or an organization, often addressed as “The Establishment”. It may or may not be a closed group with compromised members.

As time has proven, Power structures are fluid. Changes and distortions continually happen either fast or slowly, evolving or regressing; peacefully or madly. Just as in a system, we are systematically repeating events and stages of society and history in cycles—this is what the Social cycle theory accounts for; Nikolay Danilevsky (1822–1885), a Russian philosopher, argued that each civilization has a life cycle. A theory alike, proposed by Oswald Spengler (1880–1936) in his *The Decline of Western Society* (1918), mentions that the Western world is coming to an end, and society is witnessing the finale of its development as its decline is inevitable.

“Mankind has no aim, no idea, no plan, any more than the family of butterflies or orchids. ‘Mankind’ is a zoological expression, or an empty word. I see, in place of that empty figment of one linear history which can only be kept up by shutting one’s eyes to the overwhelming multitude of the facts, the drama of a number of mighty Cultures, each springing with primitive strength from the soil of a mother region to which it remains firmly bound throughout its whole life-cycle; each stamping its material, its mankind, in its own image; each having its own idea, its own passions, its own life, will and feeling, its own death.”

In Spengler’s viewpoint, the western person is nothing more than a proud yet tragic figure. They struggle ambitiously to create but deep inside understand that the ultimatum goal is out of reach; this is merely the idea that all cultures are organic, thus transitioning from birth to adulthood and finally to death. When using “Faustus” to describe Western society, Spengler compares the Western with Faust as in.; the character had sold his soul to the devil while the western individual sold his to technology. From theories of the 19th and 20th century to

contemporary ones such as the Secular cycle theory, it comprehends century-long periods of population expansion before long-term stagnation and decline.

Alongside this comes the substantial expansion phases that states go through, followed by state failure periods, endemic socio-political instability, and territorial loss.

Everything is always intricately connected in the social cycle and system by a patterned network formed by a whole existent between human beings - between individuals, groups, institutions, elites. What is unironically amusing is the fact that human society cannot ever rid itself of grids. To remove one grid is akin to removing an interconnection, be it within a negative or positive connotation. Grids co-exist within grids, like subsections of each other.

For example, the grid system in Design could be considered a sub-grid from a higher sub-grid relating to rules and specifications relating to how individuals may better consume content produced by designers or firms. It is rather annoying—in a moment, one seems to have broken free from the grid but, in another, the individual is still inside it. Take, for example, those that live free from the trappings of modern life.; living a different lifestyle.



2. Bentley Gallery, *Objects of Memory* (2018).

The Living Off the Grid Lifestyle is an instance. The individual(s) move outside society onto nature to surround themselves with nature, subsequently pursuing a healthier life. In this case, it is also a kind of rebellion that people chose to perform and defy society's current state. Even so, this lifestyle still endues a grid system. These individuals are only disconnecting from the system grid (in terms of consumerism or wealth). On Gre-enpop's webpage, there is a section called: "How to live off-the-grid: Easy Steps You Can Follow". Consisting as:

"In a world dominated by consumerism and the achievement of wealth, many have taken it upon themselves to adopt a lifestyle in which they're wholly responsible for themselves. As humanity has scarred Earth with its carbon footprint and their greedy consumption of resources, a new trend has set, in which people live off-the-grid. This helps promote a healthier lifestyle that encourages less pollution, better health, as well as cost effectiveness. Many people have adjusted their lifestyles in order to participate in this movement that aims to help preserve our world. These adjustments include reducing plastic waste, composting, recycling, and many more. For others, however, minor adjustments are not enough. These determined individuals have decided to adopt a lifestyle independent of the utilities provided by public services, therefore, becoming self-sufficient to their needs."

"There are many environmental benefits that accompany living off-the-grid. This lifestyle allows you to become more in touch with your surroundings. People who choose to move away from society to surround themselves with nature find themselves living a healthier life. Living off-the-grid could mean reverting back to a more primitive lifestyle. This includes walking or biking as a main form of transportation instead of using cars. Some people choose to rebel against society and therefore defy all that society has become. These rebels move out to the wilderness and disconnect themselves from a system they perceive as corrupt and greedy, thus making a statement that represents liberty and independence."



3. *Objects of Superstition*, Mustafa Boga, 2018.

“Every object records the past. They outlive us and tell the story we pass on to the future. They describe how we lived, what we used, how they changed and, perhaps, disappeared over time.”

“In this still life series, I focused on objects that are familiar in everyday use, but which have hidden meanings. For example, upside down slippers bring bad luck, open scissors create problems at home and passing a knife from one hand to another (without leaving it on a table) creates fights. Also, cutting your nails during the evening calls the evil eye whilst pouring melted mercury into cold water scares it away. In addition, tying a green piece of holy cloth on your wrist protects you from evil souls and burning holy scent in the house protects the whole house.”



“Although these rituals seem foolish, I still find myself observing them, even though I don’t believe them. This becomes an everyday act; automatic conditioning.”

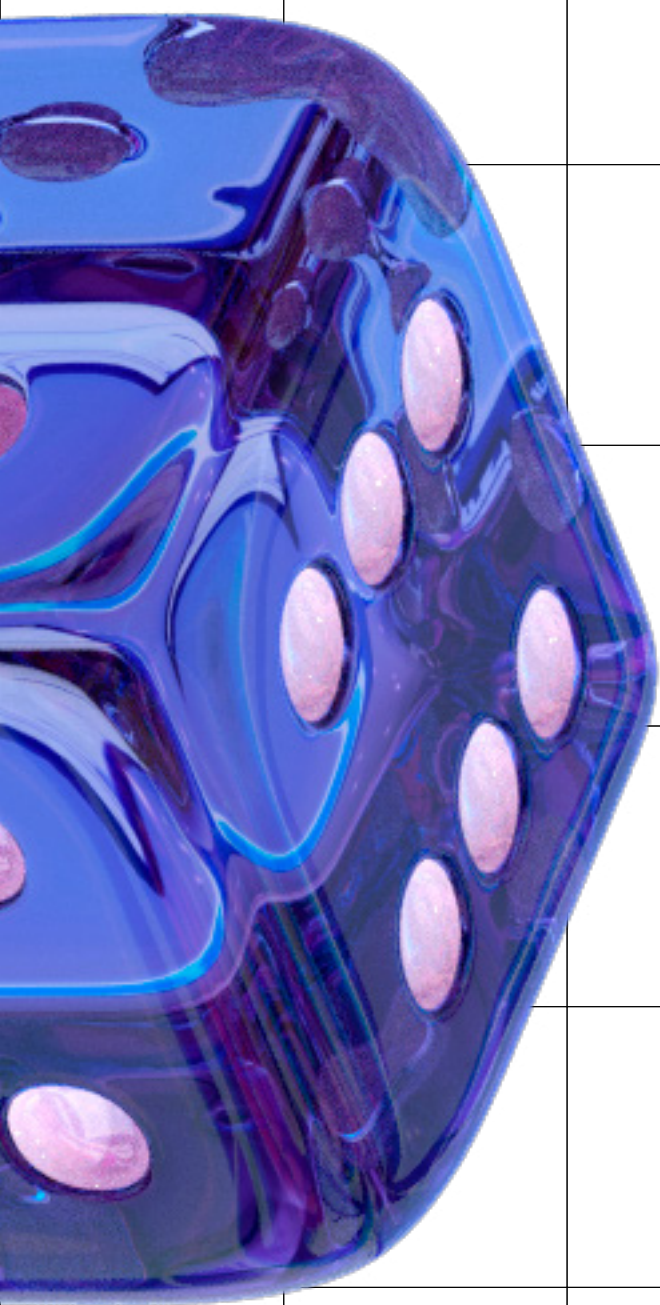


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NON OBJECTS SYSTEMATIC VIA





The concept of “object” regards anything tangible and relatively stable in form –only then it may be considered an object. Artificial considerations such as these allow one to attribute particular values or powers. Fetishism turns a human-made object almost into a supernatural entity.

Many of these considerations come from religion itself, specifically African religion. Statuettes addressed as “fetishes”, for example, are contemplated as a means to give essence and substance spiritual intermediaries. In particular cases, it leads to idolatry in which the object (or image), as a (symbol) spiritual diety, is contemplated. Ancestor worship is prevalent in pre-literate societies, and regarding this research and project, I find that it is most relevant to board the following beliefs (religions) connected to ancestry. Fetishism, as seen in past chapters, is classified as the veneration of objects. Whilst societies attribute specific supernatural powers and values.; Totemism is a belief system that associates groups of individuals and certain spirit-beings, such as plants or animals. The totem (or entity) is seen: as a symbol that interacts with a set group of people, acting as their spiritual guardians.; Polytheism shows the belief in more than one God and characterizes virtually all religions besides Judaism, Christianity and Islam—which traditionally share a common monotheistic tradition.; Lastly, as in monotheism, it is a belief that concerns itself with believing in one and only God. The creed of one supreme and unique diety.

To, the concluding of this section, it is apropos to evoke Edward Burnett Tylor’s statement regarding his theory of the nature of religions—religion is a belief in spiritual beings, pronouncing that such creeds grew out of attempts to explain natural phenomena. And so, faith developed out of attempts to explain death and life. Humans have since, in primitive times, acknowledged faith in something as in a religious instinct (hypothesis).

There have been many arguments concerning this: Sigmund Freud saw human weakness and helplessness has the root force behind religion’s foundation.; Or Carl Jung that theorized the existence of a collective unconsciousness as a residue of what had been learned by humankind’s ancestral past, spiritual heritage and evolution; Concluding that this would unconsciously dictate an individual’s behaviour.; While Émile Durkheim, in a more critical perspective, saw the social side of humankind instead of the institutional, as the core to the re-

ligious experience. In the book, *The Elementary Forms of the Religious Life* 1971, pp.418-419, Durkheim writes:

“For that which makes a man is the totality of the intellectual property which constitutes civilization, and civilization is the work of society. Thus is explained the preponderating rôle of the cult in all religions, whichever they may be. This is because society cannot make its influence felt unless it is in action, and it is not in action unless the individuals who compose it are assembled together and act in common. As we have progressed, we have established the fact that the fundamental categories of thought, and consequently of science, are of religious origin. We have seen that the same is true for magic and consequently for the different processes which have issued from it. On the other hand, it has long been known that up until a relatively advanced moment of evolution, moral and legal rules have been indistinguishable from ritual prescriptions. In summing up, then, it may be said that nearly all the great social institutions have been born in religion.”

There is an intricate connection between faith and humankind. In regards to this, it seems to be that individuals tend to adore (worship) unconsciously even if they express zero belief in religion. Since, being something more present than ever in western, contemporary society, concerning capitalism and the present, socio-economic setting.

After World War II, the economy underwent an enormous expansion, spanning the Golden Age of Capitalism from 1945 to the early 70s, allowing a fast and stable economic growth in industrialized capitalist countries. This economic boom had many “effects”, one of them being the increase of consumerism. Overpowered systems realized that wealthy consumers are attractive targets of marketing. Upper classes’ possessions (or lifestyles) are down to become a norm; standard; rule; objective; want; worship; to all consumers. The consumer can have instant gratification by acquiring an item and improving their social status (value). Madeline Levine criticizes this (even though it is towards American society) in *Challenging the Culture of Affluence* 2007:

“This shift in values is just one manifestation of a profound shift in American culture, away from values of

community, spirituality, and integrity, and toward competition, materialism, and disconnection.”

More than a shift, there seems to be a new kind of fetishism regarding much more than the conventional religious values of the supernatural. Society has stepped into independent social value, where an object in possession can add a type of social value depending on what their mystic fetishism is. For example, a dice is a simple object, 25mm in size mainly, utilized in games. Games such as: “games of luck”.

When playing them, the dice automatically acquires the values of luck and bad luck. As such, this creates superstitions regarding the player’s fortune, in gambling, for example. From a simple Google search, here are a few beliefs we can easily find:

“good luck dices”, “unlucky dice numbers”, “dice superstitions”, “unlucky dice rolls”, “dice cleansing ritual”, “how to make a dice lucky”, “how to uncure dice”.

Understanding this is one of many examples since every day-to-day, the object seems to have a kind of fortune pinned to them. More than ever, contemporary society has created a cycle and hierarchy of systems, and a magnificent method of making an analogy of this would be to bring in Tarology.

Tarot is a set of cards used for fortune-telling. Starting from the mid 15th century, used for playing cards in different parts of Europe, it was during the 18th century that some decks began to be, utilized as divination tools and fortune-telling.

These activities, using Cartomancy and Tarot, were practised. Later on, for occult purposes, custom decks were designed. While Tarot is essentially esoteric, it was around the 1780s that Jean-Baptiste Alliette issued the first deck for occult purposes displaying themes associated with ancient Egypt. The decks contain two parts: the Major Arcana and the Minor Arcana. Together they consist of 78 cards in total. Each Arcana has a different destination in terms of “reading”—Majors represent a path or journey and depict several stages of Major events; The Minors are, used for more specific readings like a simple outlook to the everyday details. The Major Arcana will be used for this analogy—as the set encompasses 22 cards (from 0 to 21), with the card’s

descriptions being more suitable (and the overall meaning of the Major Arcana).

Just by giving 22 pieces of paper particular values like fortune-telling and event forecast, and if such attributes were to exist in the physical world, this would be a masterful and powerful tool. Besides the entirety of the deck “having” supernatural powers, each card also has a value, a number, an attribute, a description, an element, keywords, combinations, an illustration and a meaning. They all form a system, a hierarchy, a value and a fortune pinned. From here on, I have decided to attribute the value of the System to the deck.

The cards represent specific objects connected by meaning, value and fetish and, an example would be (again, I will be using the dice): 1 - The dice is fetishized as a symbol of luck. 2 - Used in many games of chance (or luck). 3 - Is a representation of surroundings and external factors. 4 - There is no skill. 5 - It is full of superstitions. 6 - Unexpected change and requires the player to leap of faith.

By connecting these attributes with the ones present on The Fool upright and reversed (O): Folly, mania, extravagance, intoxication, delirium, frenzy, bewrayment, negligence, absence, distribution, carelessness, apathy, nullity, vanity. The meaning:

“The Fool represents new beginnings, having faith in the future, being inexperienced, not knowing what to expect, having beginner’s luck, improvisation and believing in the universe.”

Tarot’s Major Arcana is the perfect object to paradoxically compare societal Power Systems and the vicious cycle of power types. In a hypothetical scenery, it could even be on top of the power hierarchy. In this same scenery, the ruler of a catalogue with twenty-two objects per Arcana.

Related Luck Searches

On one last note, i am eager to share a collection made regarding google's related searches:

good luck charms for success
 ancient good luck charms
 most powerful good luck charms
 good luck charms that work
 good luck charms for money
 good luck symbols for business
 good luck symbols
 how to attract good luck and wealth
 most powerful good luck charms 2020
 symbol of wealth and success
 most powerful good luck charms for money
 good luck charms list
 good luck charms that work
 chinese lucky charms for money
 most powerful good luck charms necklace
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 good luck bracelet
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 pandora charms
 tarot card meanings for dummies
 how to use tarot cards
 tarot spreads love
 future love tarot spread
 love tarot spread for singles
 tarot spread for potential relationship
 why am i single tarot spread
 future love life tarot spread
 future of relationship tarot spread
 future reading tarot spread
 4 card tarot spread past, present, future
 superstitions in society today
 can a person bring bad luck to you
 good luck items in house
 bad luck superstition
 finding a needle superstition
 what causes bad luck in life
 dropping things superstitions
 unlucky dice rolls
 how to bless dice
 dice cleansing ritual

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 dice superstitions
 best books on luck
 luck factor meaning
 book about luck
 good luck cards for exams
 success cards for exams
 prayer for gambling luck
 how to get rid of bad luck in gambling
 coins for luck
 how to make a coin lucky
 burying coins for good luck
 walking under a ladder reversal
 walking under a ladder 7 years bad luck
 how to reverse bad luck from walking under a ladder
 what happens if you walk under a ladder
 what to do if you walk under a ladder
 black cat walking under ladder
 wearing a crucifix for protection
 is wearing a cross good luck
 is wearing a cross idolatry
 clock falling off wall superstition
 what causes bad luck in life
 unlucky animals
 is it bad luck to give a watch as a gift
 how to bring bad luck to someone
 things that bring bad luck to your home
 lucky chain gold
 lucky cigarette price
 half lit cigarette superstitions
 cigarette burning on one side superstition
 what does it mean when your cigarette goes out
 superstitions about mirrors in the bedroom
 mirror breaking good luck
 two mirrors facing each other superstition
 mirror breaking by itself meaning
 breaking a mirror by accident meaning
 i broke a mirror and i'm scared
 good luck bright pen
 good luck pen box
 sailor superstitions
 why is it bad luck to say rabbit on a boat
 why is green unlucky on a boat
 lucky mallet meaning
 losing umbrella superstition
 umbrella curse
 origins of superstitions informative speech
 blowing out candles superstition

NON OBJECT MISHSIFE





Since coming from fetishism, something human-made, “Power” seems to have a specific attribute or inherent value gifted by us. Anyone can fetishize Power in, and the ways to it are countless. For many centuries human race has fetishized Power from primitive to intricate and elaborate. From spiritual to mundane. From material to immaterial. From slave to human. From social to economic classes. From hierarchical to disordered and free-for-all. From socialism to communism. From left to right. From nothing to all. The root of Power lies in its fetishization by human society and can be often used, in quite some perverse ways. Different fractions applied in particular societal groups. Each seems to have its rules and thought mapping. It is, after all, a subjective and relative concept.

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4. *Disobedient Objects*, 2014-15.

“From a Suffragette tea service to protest robots, this exhibition was the first to examine the powerful role of objects in movements for social change. It demonstrated how political activism drives a wealth of design ingenuity and collective creativity that defy standard definitions of art and design.”

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However, it is by our influence that we define how society is. Not only this, but we are also able to see how others influence third party actions and the action toward something.

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“Could commodities themselves speak, they would say: Our use value may be a thing that interests men. It is no part of us as objects. What, however, does belong to us as objects, is our value. Our natural intercourse as commodities proves it. In the eyes of each other we are nothing but exchange values. Now listen how those commodities speak through the mouth of the economist.”

Capital: Volume One Part I.1.4 – THE FETISHISM OF COMMODITIES



5. *Tales of Fetishism*, Esben Kaldahl, 2020.

“‘Tales of Fetishism’ engages with the relation between human and thing. The collection consists of 4 ceramic narratives that each studies human behaviour around objects of different character; It can be objects of worship, collectible objects, sexual objects and more. Whatever the type of object, equal to them all is their ability to seduce us. The collection is a reflection on what a

fetish is and what it means to be a fetishist. It invites you to examine and think of the different practices of love and devotion between human and thing.”



6. *Art VS. Fetishism Or The Utility Of Idolatry*, Curated by Alejandro Machado, 2017-2018.

“Every act of fetishism carries with it the implicit act of substitution or attribution. The term Fetishism was born in the 16th century, but its practice extends back to the first inanimate object, imbued by man with a symbolic power and value beyond the object itself.”

Commodities could very well end up taking care of us instead of being us taking care of them since we are allowing them to have the power to do so. In other words, an individual, even if not religious themselves, are unconsciously attributing supernatural attributes to an item. It brings forth Christian atheism being the rejection of theism (or esoterism) while claiming parts of teachings recorded in the catholic doctrine and other religious sources.

VALUE VS

IDENTIFY





Craving power is fascinating and taboo.

However, this concept is powerfully associated with hate, oppression, aggressiveness, pain, industries, hierarchies, money, and so on. Politicians or overpowered industries will never say they love Power, nor will you. It is a tabu and a social rule. But why not break the traditional structure, social norms, and rigid rules? Embrace tabu, accept the social value of objects and societal groups. Or do not. How to value objects and appreciate them? How to accession towards the value of a property? Like a currency or a particular date, value measures the importance of an item or action (ethics). Human societies have since long attached value and identity to goods, thus creating a Value System. This system understands the priority and order granted to values of ethical and ideological acknowledged by an individual or a group, being composed of a hierarchy with standards in which moral individuals, based on their reflections and choices, have made. In short, it is a way for people, or rather - a society, to regulate their behaviour, even though each individual may have a sense of value about items that only affect themselves. These values identify as friendship, knowledge, justice, equality, beauty and many others. Objects created by human society are components of the identity of an individual or a collective, having the ability to shape a community and its history - because we so want those objects to have particular values that will allow for that (cyclical) transformation.

“...it will strive to systematize society in accordance with its own inclinations if scientific, it will be satisfied with superficial conceptions, such as will procure an easy and profitable success: if aesthetic, it will produce unprincipled works, aspiring at almost any cost, to a rapid and ephemeral popularity: and if industrial, it will not aim at capital inventions, but at lucrative modifications.”

Comte, A., 2000, p. 102. In: *The Positive Philosophy of Auguste Comte*.

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ANALOG KEY

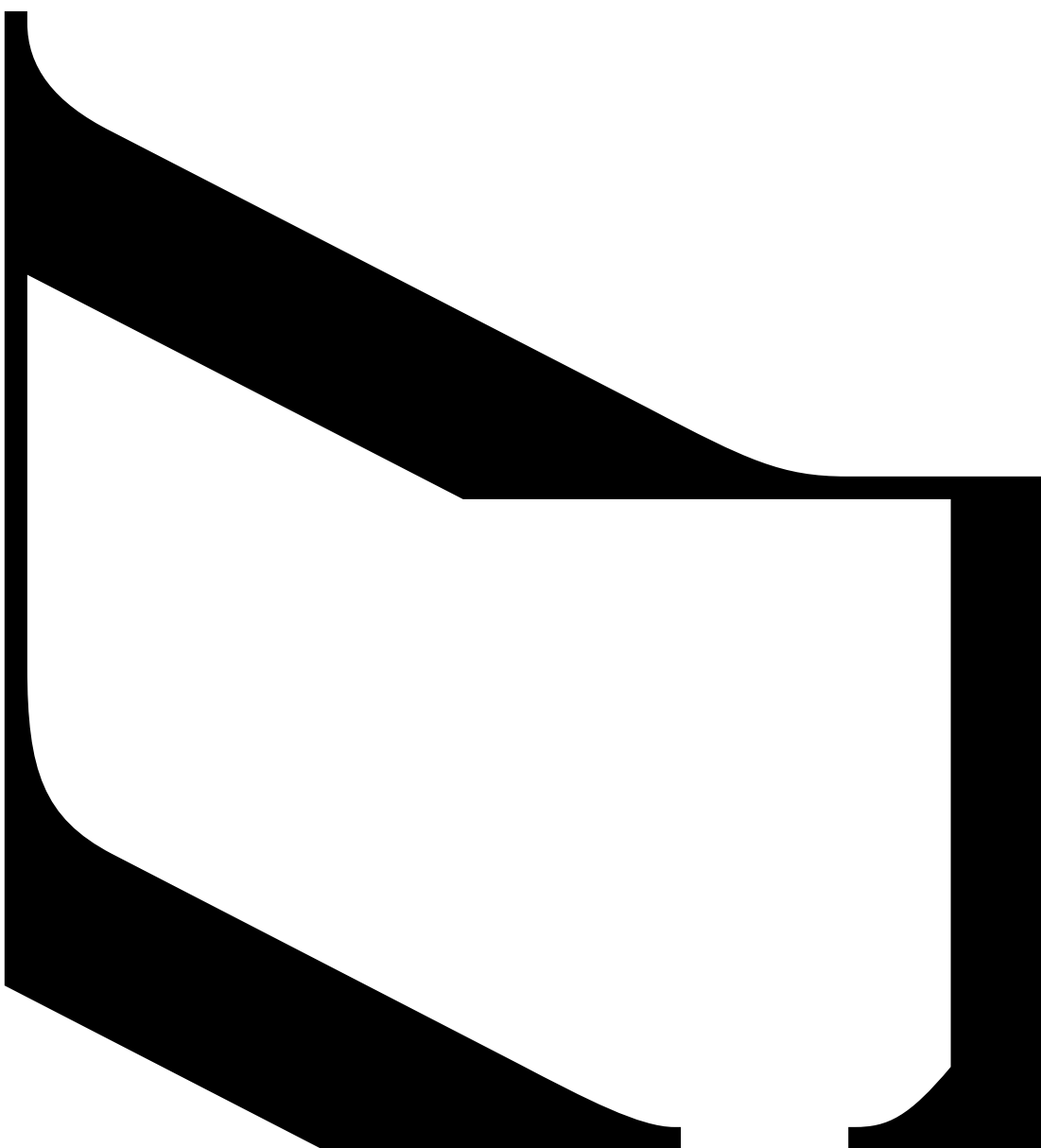
In the past decades, the tarot has gained popularity in mainstream circles. It also seems to be accepted by more individuals now days perhaps due to the current circumstances that we are all living. Humanity has always need faith, be it religious or not, to surpass difficulties. Faith is something that prevails in us unconsciously. One may have faith in God others may have it on a lucky pen for an exam.

The modern usage of the Tarot can offer many creative uses like journaling, reflecting on matters through readings, meditation, inspiration, and many others. For today's usability, Tarot is a tool that can place a lot of agency and authority in the hands of the individual. Within the 78 cards, some archetypes reflect and represent moments and stages of life.

All the mystical arts have even a more important place in society now than ever before. They are the roots that are unable to be extricated from our consciousness by technology. They are a place of comfort and a reality that has not changed one bit throughout time.

- 0. DICE
- I. BOOK
- II. MIRROR
- III. EARRINGS
- IV. STEPLADDER
- V. CRUCIFIX
- VI. COIN_t
- VII. CLOCK
- VIII. CHAIN
- IX. CIGARETTE
- X. CARD
- XI. PEN
- XII. UMBRELLA
- XIII. HAMMER
- XIV. PLATE
- XV. BROOM
- XVI. KEYCHAIN
- XVII. CANDLE
- XVIII. PENDULUM
- XIX. LAMP
- XX. SPOON
- XXI. SUITCASE

THE FOOL
THE MAGICIAN
THE HIGH PRIESTESS
THE EMPRESS
THE EMPEROR
THE HIEROPHANT
THE LOVERS
THE CHARIOT
STRENGTH
THE HERMIT
WHEEL OF FORTUNE
JUSTICE
THE HANGED MAN
DEATH
TEMPERANCE
THE DEVIL
THE TOWER
THE STAR
THE MOON
THE SUN
JUDGEMENT
THE WORLD





CATALOGING

METHOD

NAME, DESCRIPTION, NUMBER, SYSTEM, DIMENSION
SOCIAL VALUE, FETISH, ATTRIBTUE.

The procedures to evaluate each object needed to create systematic divisions and values as such, there is only one way to obtain 1 000 000. By combining the Crucifix (representing the institution created by the individual) and the coin (representing the cyclical capital in society created by the individual), the partaker would accomplish the title of Million Masters. The rest of the objects have symbolic values regarding their history, myths, industrialization, capitalization, and symbolism—but still, there is no other path to proceed to MM. The system section is symbolic to the presence and role that the items have in human history. The same happens in the Major Arcana—each Arcana representing one of the three sections of the System and how it interacts with an individual. All values set are an appropriation from Axiology, which is the philosophical study of values questioning the classification and nature of said values and what sort of things have any (or what) value.

“Here then we see the feudal system to be, in a temporal sense, the cradle of modern society. It set society forward towards the great aim of the whole European polity, –the gradual transformation of the military into the industrial life. Military activity was then employed as a barrier to the spirit of invasion, which, if not so checked, would have stopped the social progress...”

Comte, A., 2000, pp. 97-98. In: *The Positive Philosophy of Auguste Comte*.

DICE

A small cube with each side having a different number of spots on it, ranging from one to six, thrown and used in gambling and other games involving chance.

ARCANA 0. The Fool **SYSTEM** Visible **VALUE** 777, 777 **FETISH** Luck, Money. **ATTRIBUTES** The dice depicts your environment, your luck, and external factors, while the modifier is the only thing that represents your skill. Perfect for a party or casino games. **DIMENSIONS** 25mm

BOOK

A medium used to record information by means of text and images and is composed by a certain number of pages bounded together. It can be a printed or digital work, considering its usage and main public.

ARCANA I. The Magician **SYSTEM** Visible **VALUE** 100,000 **FESTISH** Wisdom, Cult. **ATTRIBUTES** A representation of intellect, willpower and concentration that brings the ability of knowledge to your life. Sparking from many different themes and ideologies, it is the perfect tool to become more logic and influenced (negatively or positively). **DIMENSIONS** 210 x 297mm

CARD

Mostly used for card games like Fishing and Solitaire; cardistry; or magic tricks – playing cards have been in use for many centuries. Playing cards may even have been invented in 9th century AD, during the Tang dynasty, an imperial dynasty of China that ruled from 618 to 907. Through generations, corporations have commonly adapted playing cards to their needs, as an example, the gambling industry has designed playing cards specifically for their casinos.

ARCANA X. Wheel of Fortune **SYSTEM:** Visible **VALUE** 11,000 **FETISH** Game, Esoterism, Magicians, Collectible, Luck, Symbolism, Cartomancy. **ATTRIBUTES** Playing cards symbolize how the opposing forces struggle for victory in life, this being said, the thirteen cards in each suit portray the thirteen lunar months. However, since each corporation designs a card at their will, more attributes are conjured onto the object. This card in specific, owns nothing more than value needed for a status quo. **DIMENSIONS** 63.5 x 88.9mm

EARRINGS

A piece of jewellery worn on the lobe of the ear and is not cursed, because curses do not exist and cannot attach themselves to objects.

ARCANA III. The Empress **SYSTEM** Visible **VALUE** 132,333 **FESTISH** Womanhood, Status, Chauvinism, Sexuality, Spiritual protection. **ATTRIBUTES** With these earrings, there is no doubt that you will give off a friendly vibe due to their hoop shape. **DIMENSIONS** 12mm

STEPLADDER

A folding ladder shorter than a normal one, having flat steps and a smaller platform for the feet. It is also portable and very self-supporting. We recommend a maximum usage of 30 minutes in each position of light work.

ARCANA IV. The Emperor **SYSTEM** Visible **VALUE** 40, 585
FETISH Misfortune, Spiritism, Religion. **ATTRIBUTES** This piece consists of a structure with bars or steps, positioned between two upright lengths of metal. This form a means to climb up or down - a means of rising towards something. We call it The Ladder of Fortune. You will definitely be going places. **DIMMENSIONS** 880 x 420mm

CRUCIFIX

A cross utilized for crucifixions and an ornamental representation of Christ. It can be worn as a pendant or bracelet and is always on display inside Christian churches.

ARCANA V. The Hierophant **SYSTEM** Hidden **VALUE** 399, 999 **FESTISH** Religion, God, Institutions. **ATTRIBUTES** Praying in front of a crucifix is comprehended as sacramental and is a part of Christians devotion - specially those who worship inside a church. With this special crucifix worshipping will never again be the same. Worship is an important and sacramental part of capitalistic devotion to power. **DIMENSIONS** 1930 x 1092mm

COIN

This wonderful round flat disc is a piece with an official stamp that is utilized as money. The number(s) show its value, and usually, are accompanied with some type of decoration.

ARCANA VI. The Lovers **SYSTEM** Hidden **VALUE** 1 **FETISH** Power, Capital, Material, Good luck. **ATTRIBUTES** Coins own different features that allow us to distinguish them from one another. Such features may be colour, value, ornamentation, materials, etc. Some coins are so special in their features that have become quite lucky, and so, that places this coin in a rather special spot, making its social value of 1. The utmost capitalistic object of this entire catalogue. **DIMENSIONS** 19.5mm

CLOCK

A mechanical device used to measure, verify, and keep (in case you clock it) time, an artificial human-made concept. Through this, you can perceive hours, minutes, and seconds.

ARCANA VII. The Chariot **SYSTEM** Hidden **VALUE** 24,000 **FETISH** Time, Death, Misfortune. **ATTRIBUTES** Running out of time? **DIMENSIONS** 295mm

CHAIN

Constituted by a series of connected rings that are fitted into one another, utilized as ornaments, measurements, mechanical power, support or restraint of something or someone.

ARCANA VIII. Strength **SYSTEM** Visible **VALUE** 696,969 **FESTISH** Bad luck, Cycle. **ATTRIBUTES** The “Chain Metaphor” represents a sequence of events within a process – like a chain of events. With this concept, you can metaphorically, explain the order of being. Breaking a chain brings misfortune as it signifies the break of a continuous cycle. **DIMENSIONS** 800mm

CIGARETTE

A cylinder that contains psychoactive burnable material, like tobacco, rolled onto thin paper ready for smoking. Problems may arise if tobacco is eaten instead of smoked.

ARCANA IX. The Hermit **SYSTEM** Visible **VALUE** 520,000 **FETISH** Three on a Match, Lucky strike, Bad luck. **ATTRIBUTES** Since smoking is perilous, cigars are highly taxed. Definitely a reason to quit tobacco and start smoking some lucky luck. **DIMENSIONS** 70mm

MIRROR

An object that reflects an image. Its surfaced is usually composed of glass lined with metal around it. Physically, the mirror reflects light and so, it reflects the world around you.

ARCANA II. The High Priestess **SYSTEM** Hidden **VALUE** 10,000 **FETISH** Soul, Occult. **ATTRIBUTES** The ancient romans believed that human life renewed itself in a seven-year cycle, thus mirroring the cycles of the moon. Since this was seen as the Soul, upon shattering the reflecting image, so will your next seven years of health be shattered. **DIMENSIONS** 94mm

PEN

A very common tool to write or drawing using ink or similar fluids. A pen is the most essential object a literate person can possess as it is a way to scribble down thoughts onto paper.

ARCANA XI. Justice **SYSTEM** Hidden **VALUE** 25, 000 **FETISH** Undervalue, Freedom, Thought. **ATTRIBUTES** A lucky pen with blue ink. **DIMENSIONS** 1000mm

HAMMER

Hit or beat. A tool utilized for a wide variety of purposes like shaping, breaking, striking, or driving nails.

ARCANA XIII. Death **SYSTEM** Hidden **VALUE** 130, 000 **FETISH** Fortune, Misfortune, Symbolism, Charm. **ATTRIBUTES** It is bad fortune to buy a hammer, either gift one or ask to be gifted. **DIMENSIONS** 330 x 130mm

UMBRELLA

A hand-held device design for protecting its user from severe weather elements such as rain and sunlight.

The word itself, “umbrella” comes from the Latin word “umbra”, meaning shadow.

ARCANA XII. The Hanged Man **SYSTEM** Visible **VALUE**: 13, 000 **FETISH** Bad luck. **ATTRIBUTES** Opening an umbrella indoors may not necessarily cause bad luck, like the ancient Egyptians claimed but getting your eye poked in by one would be rather unlucky. **DIMENSIONS** 1010mm

CANDLE

A candle is an ignitable item that provides light, and in some instances, it may also provide a fragrance. In the mid-19th century, candles became an industrialized mass market, allowing its ongoing production. And so, it became an affordable commodity for the masses.

ARCANA XVII. The Star **SYSTEM** Visible **VALUE** 999, 999 **FETISH** Death, Witchcraft, Esoterism, Religion, Charm. **ATTRIBUTES** One user wrote: I regularly practice ritual candle magic. One of my favourites is to anoint a green candle with prosperity or money draw oil. Then I sprinkle a shredded dollar bill on it, Then I sprinkle finely shredded printer's gold on it. Next, I prepare my alter and light the candle. If it burns

slowly, it means that whatever financial thing I asked the gods will slowly come to pass, if it all. If it burns quickly, it means I will have little resistance to my financial request, and it will come to pass soon.

KEYCHAIN

A small ring where keys can be attached and commonly used by employees where their job requests a customary usage of keys. The ring guarantees the safety of the attached keys and reduces accidental loss of them. Keychains may also be collectibles, the most popular types being of monuments, advertisements, souvenirs, quotes, fictional characters, and nostalgia-inducing items.

ARCANA XVI. The Tower **SYSTEM** Visible **VALUE** 3, 776 **FETISH** Good luck, Materialism, Capital. **ATTRIBUTES** Even though keychains are seen as collectibles, these objects do not hold much value, unlike other collections. By combining certain objects, the value may increase. Items that may be used: Credit cards, rabbit's foot, flashlights, magnets, bottle openers, ornaments, photos, USB flash drives. **DIMENSION** 63.5mm

PLATE

An almost flat, a very round piece that serves as dish. You can use it as a means to place your food or serve food.

ARCANA XIV. Temperance **SYSTEM** Hidden **VALUE** 1, 100 **FETISH** Good luck, Bad luck, Omen. **ATTRIBUTES** If you are buying this item, please make sure to do so in Denmark, as it will guarantee you fortune in the year to come; or you can do it while in China, this will definitely bring misfortune! **DIMENSIONS** 10 x 20mm

BROOM

A tool for cleaning varying with long or short handles used for sweeping the floor.

ARCANA XV. The Devil **SYSTEM** Visible **VALUE** 891, 126 **FETISH** Misfortune, Death, Spiritism, Symbolism. **ATTRIBUTES** It is said that sweeping dust outside of home will sweep the luck away - not with this broom though. The only thing you will be sweeping are other's social value and capital. **DIMENSIONS** 400 x 240mm

PENDULUM

A pendulum is an object with a commonly circular body fixed to point, so it can swing forward and backward, while influenced by gravity. Outside of Divination, its main use is to measure time and for 300 years the pendulum has been a standard for precise timekeeping.

ARCANA XVIII. The Moon **SYSTEM** Hidden **VALUE** 158, 378 **FETISH** Divination, Esoterism. **ATTRIBUTES** In Divination - that is Dowsing, the pendulum connects you, to your higher self, as you ask questions or seek guidance to raise awareness or elucidate. Do pendulums tell the truth? **DIMENSION** 17.78mm

BULB

An electric light inside a round container with a thread inside that generates clarity once an electric current goes through.

ARCANA XIX. The Sun **SYSTEM** Visible **VALUE** 708, 046 **FETISH** Intellect, Ideas, Safeness. **ATTRIBUTES** A symbol of invention, intelligence, light, and connection. **DIMENSION** 35 x 18.8mm

SPOON

A utensil used for the primary consumption of liquid or semi-liquid foods and solid items. Its head consists of a small, almost flat, bowl while the body is a handle.

ARCANA XX. Judgment **SYSTEM** Visible **VALUE** 54, 160 **FETISH** Wealth, Symbolism. **ATTRIBUTES** As a dream symbol, the spoon symbolizes pride, class, fortune; as in social value, people who eat with a spoon are regarded as systematic in life. **DIMENSION** 165 x 36mm

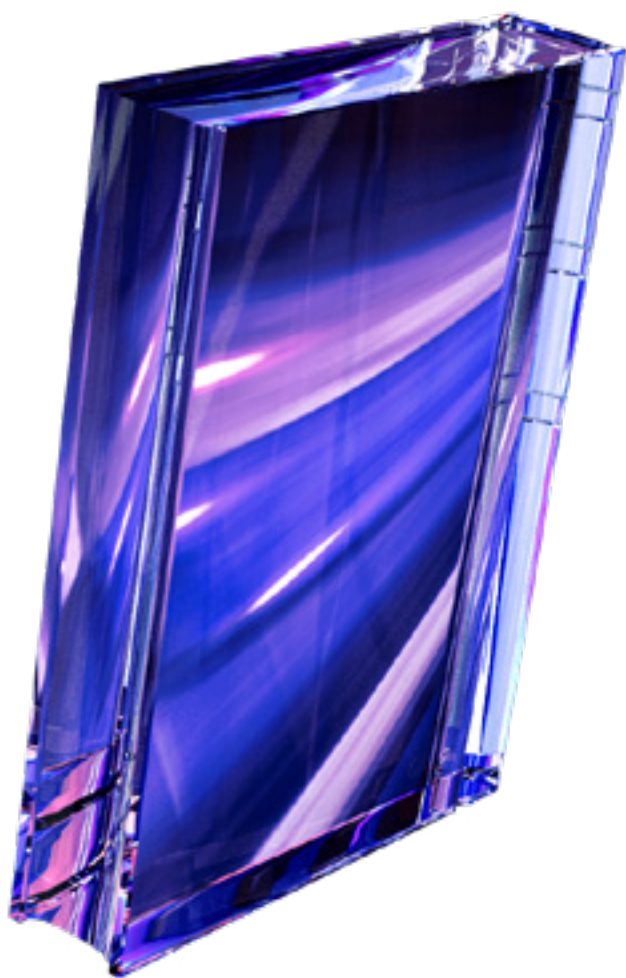
SUITCASE

A convenient luggage with a handle often used to carry personal goods. It has a rectangular flat shape and rounded corners.

ARCANA XXI. The World **SYSTEM** Visible **VALUE** 239, 319 **FETISH:** Contents, Journey. **ATTRIBUTES** The suitcase belongs to the dreamer. **DIMENSION** 350 x 200mm

NON DISMISS THE DAY

BOOKS TO READ



















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When was the last time a politician (for example) said out loud they loved Power on television? When? Actions and expressions don't count. Of course, politicians or any other institutionalized organ wouldn't say such a thing—it is not socially acceptable to say such words. The same would go for individuals outside the systemic institutions. Although rather unpleasant, I do understand that not one single person can quite leave the system per se.

Humans are propitious to create rules for themselves (and other). For example, to say that living-off-the-grid is a lifestyle of sorts, would be a lie. Those individuals, even though on a different one, still live within a system. One may jump from system to system—from rules to rules—from standards to standards. Of course, one still lives in a system, even if it their own. While I do think there is possibility for all to break the “Rule Book”, that book in its genesis is still a system or on the very least a rule set.

Fetishizing Power is a humane need.

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