



*The ego is not master
in its own house.*

SIGMUND FREUD

In 1917 Sigmund Freud discovered the unconscious forces that govern us all and suddenly we were no longer ourselves.

One century later, our minds having been reengineered for consent, we upload digital husks of who we once were, precious data mined by corporations pretending to be people.

The future will be posthuman.

UN-
BRAND
YOURS⁸ELF

↑RYAL



Credits

ART

Pollice Verso (1872), Jean-Léon Gérôme

TYPEFACE

Infini, Sandrine Nugue / CNAP