



*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  
YOURS<sup>8</sup>ELF

↑RYAL







# Unbranded advertising for the posthuman web

Pay consumers to engage with ads. Facilitate timed sessions of engagement via an offline progressive web app. Do not data mine. Flow money and data through a meta-interface of consumers, publishers, and advertisers.

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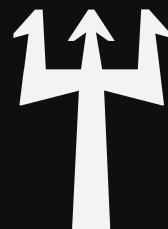


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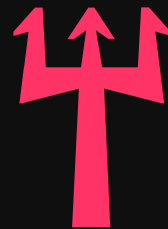
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## CREDITS

### ART

*Pollice Verso* (1872), Jean-Léon Gérôme

### TYPEFACE

Infini, Sandrine Nugue / CNAP