

# jeff bezos is my interior decorator

#1 Best Seller





so anyway

when we moved into spelman hall senior  
year we ordered this futon off amazon  
right and obviously we're lazy or maybe  
just indecisive or maybe we just like  
trust the system so we type "futon" into  
amazon and just like pick the first one

and let me tell you





VIDEO



Roll over image to zoom in

# DHP Emily Futon Couch Bed, Modern Sofa Design Includes Sturdy Chrome Legs and Rich Linen Upholstery, Grey

by DHP



1,400 customer reviews | 316 answered questions

**#1 Best Seller** in Sofas & Couches

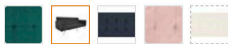
List Price: \$242.00

Price: **\$222.57** ✓prime

You Save: **\$19.43 (8%)**

Get \$60 off instantly: Pay \$162.57 upon approval for the Amazon Prime Store Card.

Color: **Grey Linen**



Style Name: **Futon**

Sectional Futon

Sofa Sleeper

Chaise Lounger

**Futon**

- Modern look with squared tufted design and slanted chrome legs
- Multifunctional piece: split-back adjusts to suit your needs from sitting to lounging
- Pair with matching chair, chaise and ottomans for the full look
- Ships in one box and it is easy assembly
- Weight limit: 600 lb

[Compare with similar items](#)

**New (6)** from **\$222.57** ✓prime

[Report incorrect product information.](#)

**Packaging may reveal contents** and cannot be hidden.

i start seeing it everywhere

like everyone i mean literally everyone has  
this dang futon

btw its name is emily





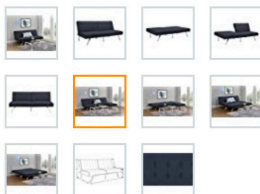




**DHP Emily Futon Couch Bed,  
Modern Sofa Design Includes  
Sturdy Chrome Legs and Rich  
Linen Upholstery, Grey**

Color:Navy Linen

Style Name:Futon







right so there's this idea that algorithmic recommender systems have created this flattening of individual taste

algorithms show you things it thinks you would want right so then the things that get popular get shown more and so they stay popular

everyone's just minding their business online and then one day bam everyone owns this couch

writer kyle chayka says we're living in "airspace"

"It's the realm of coffee shops, bars, startup offices, and co-live / work spaces that share the same hallmarks everywhere you go: a profusion of symbols of comfort and quality, at least to a certain connoisseurial mindset. Minimalist furniture. Craft beer and avocado toast. Reclaimed wood. Industrial lighting. Cortados. Fast internet."











anyway when it's time to move out people  
are throwing out their furniture

and we find this couch dumpyard with  
three of these identical emily futons  
stacked next to each other on the sidewalk





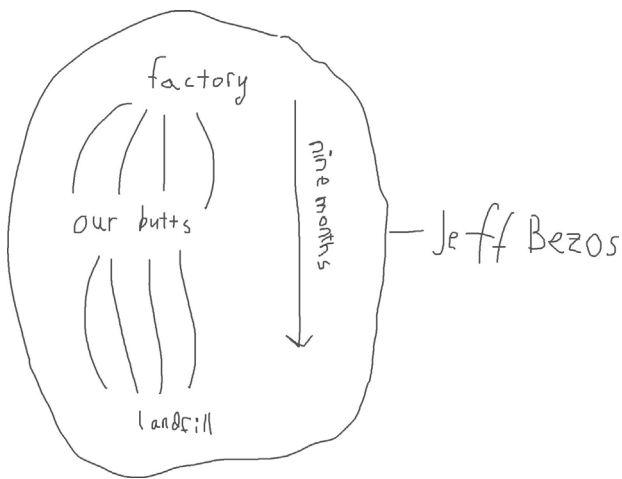
and i start thinking about the life cycle of these emilys

from some factory worker being told by an algorithm to keep cranking them out to the bajillion twentysomethings that keep buying them to some sanitation worker who has to come collect all these dang couches off the sidewalk

and it tickles me a bit that we're all doing what we're doing because of jeff bezos

jeff brought us together

technology really has the power to  
transform the world or like at least  
algorithmically determine what ends up in  
the landfill







i imagine an archaeological excavation  
digging through geological layers of emily  
futons stacked on top of each other

the vanilla ones are at the top, then pink,  
then green, then navy linen and grey linen

and the only difference between my  
imaginary landfill and the earth right now  
is the density of emilys in any given place

but as time approaches infinity, so does  
emily density

that's just algorithmically inevitable

anyway after i graduate i go visit my sister  
in her new apartment

and i walk in and i'm like

hey nice futon

i have one just like it

by jonathan zong, with printjob press

[www.printjob.press](http://www.printjob.press)

