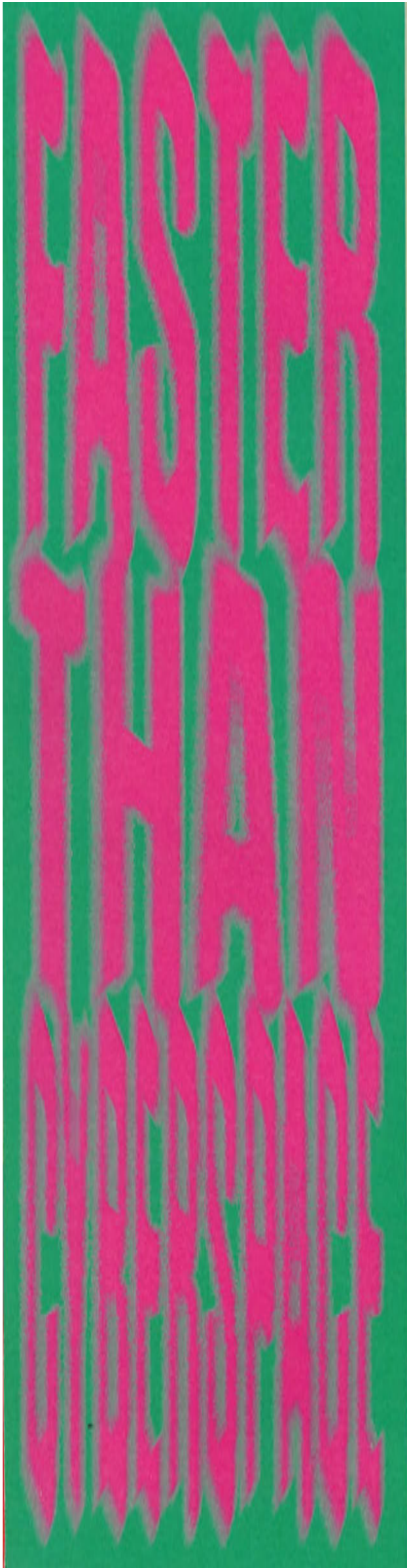




你要知道梨子的滋味你就得咬开梨子嚼一嚼



**DOT.COMA** LOOKS AT HOW ALGORITHMS CURATE OUR REALITIES AND HOW THEY SHAPE THE CULTURES WE BELONG TO AND THE BUBBLES WE HAVE DIFFICULTY ESCAPING. CREATED AS MY GRADUATION PROJECT IN FASHION DESIGN, IT EXPLORES THE FRAGMENTED ECOSYSTEMS OF THE INTERNET: SPACES WHERE CAT LOVERS, QANON TRUTHERS, AND K-POP FANS COEXIST WITHIN THE **SAME INVISIBLE ARCHITECTURE** WHAT INTRIGUED ME WAS THE FLUID OVERLAP BETWEEN THESE WORLDS, THE WAY THE ALGORITHM QUIETLY STITCHES THEM TOGETHER. **DOT.COMA** BECOMES BOTH A STUDY AND A PERFORMANCE WITHIN THE SYSTEM, A REFLECTION ON HOW TECHNOLOGY REWIRES MEMORY, TASTE, **CLOTHING AND IDENTITY** BY IMMERSING MYSELF IN VARIOUS ONLINE SUBCULTURES, I TRACED HOW BELIEF, IRONY, AND OBSESSION BLEND INTO ONE ANOTHER. IT FORCED ME TO QUESTION HOW AN INVISIBLE FORCE DECIDES WHAT I SEE, WHAT I DESIRE, AND WHO I BECOME. THE PROJECT IS ULTIMATELY ABOUT CONTROL AND HOW PLATFORMS SHAPE COLLECTIVE **IMAGINATION** WHAT STORIES DO WE AMPLIFY, AND WHAT KIND OF DIGITAL FUTURE ARE WE **WILLING TO INHABIT?**



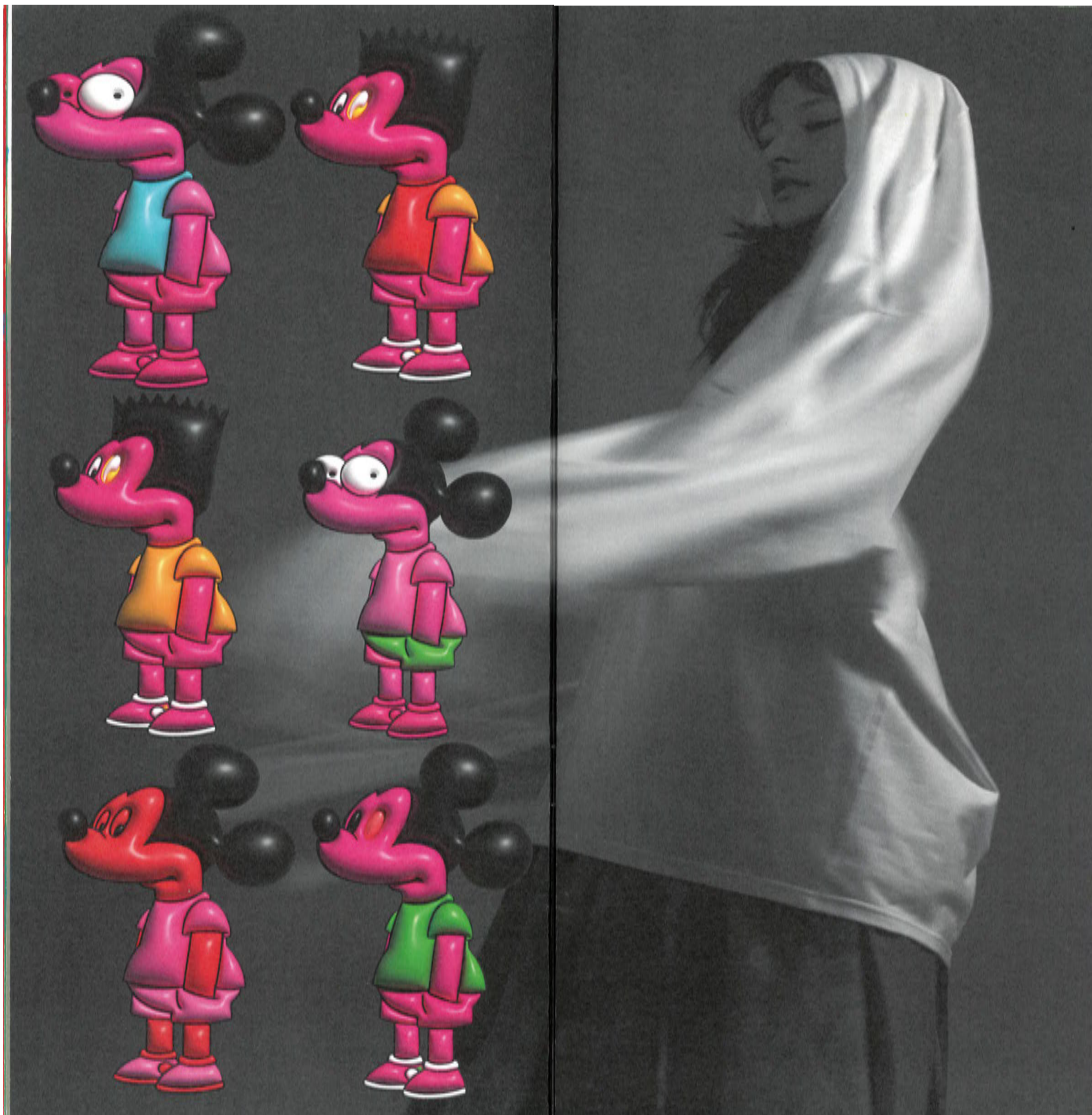
**MEDIA IN ITS  
ARACHNID-LIKE FORM  
CIRCULATES FAUX  
NOUVEAU UP AND  
DOWN ITS MANY ARMS  
AND LEGS. THE TOPIC OF  
THE DAY AND  
CELEBRITY GOSSIP  
CENTRAL OF NOW ARE  
NOTHING MORE THAN  
PREDETERMINED  
ATTITUDES  
CONGREGATING ONCE  
MORE TO  
RECONTEXTUALIZE THE  
GLOBAL SOCIAL  
RELIGION, IN WHICH  
COMMENTARY  
CESSPOOLS ARE  
MOLDED INTO THE  
BONDO THAT BECOMES  
TOMORROW'S  
PREACHED VERSE.  
GLOBULES OF  
IMPUDENCE GAIN  
MARTYRDOM BEYOND  
LCD STAINED GLASS,  
IGNITING WHAT ARE  
CONCEITED EFFORTS OF  
MORAL HIGH GROUND  
IDENTIFIED THROUGH  
ONLY ARBITRARY  
INTEGERS, LIKES,  
COMMENTS, STAR  
POINTS.**



**The future  
belongs to  
those who  
can't  
see it**



When I hear  
the word...  
**CULTURE**  
I prepare my  
**creditcard**  
“  
”





**Forsyth Barrington**

**Confession time.**

**I brush my teeth once every two days.**

**I obsess over things that don't matter, lose hours to patterns I'll never escape.**

**I play video games for about four to five hours a day, more if I don't have anything to do.**

**I keep waiting for the moment I finally change, but I'm starting to think this is it. This is the person I'll always be.**

**In life, I learned early on that there are masters and there are slaves, and that I am of the latter ilk.**

**I'm so fucked up, I think awful shit all day, like how I'm ugly and will never be cool. I'm really a fucking mess.**

**When I talk to people, I hear myself lying.**

**My worst fears are insane things like not being able to find the secrets in video games.**

# WELCOME TO THE ARMY

You've been sent here on a **KILLING MISSION** for corporate interests, and it's my **JOB** to make sure you get those **KILLS**.

Also, your girlfriend back home is **CHEATING ON YOU**. That's a fact.



Hope you had enough pizza left, because domino's doesn't deliver to Iraq.



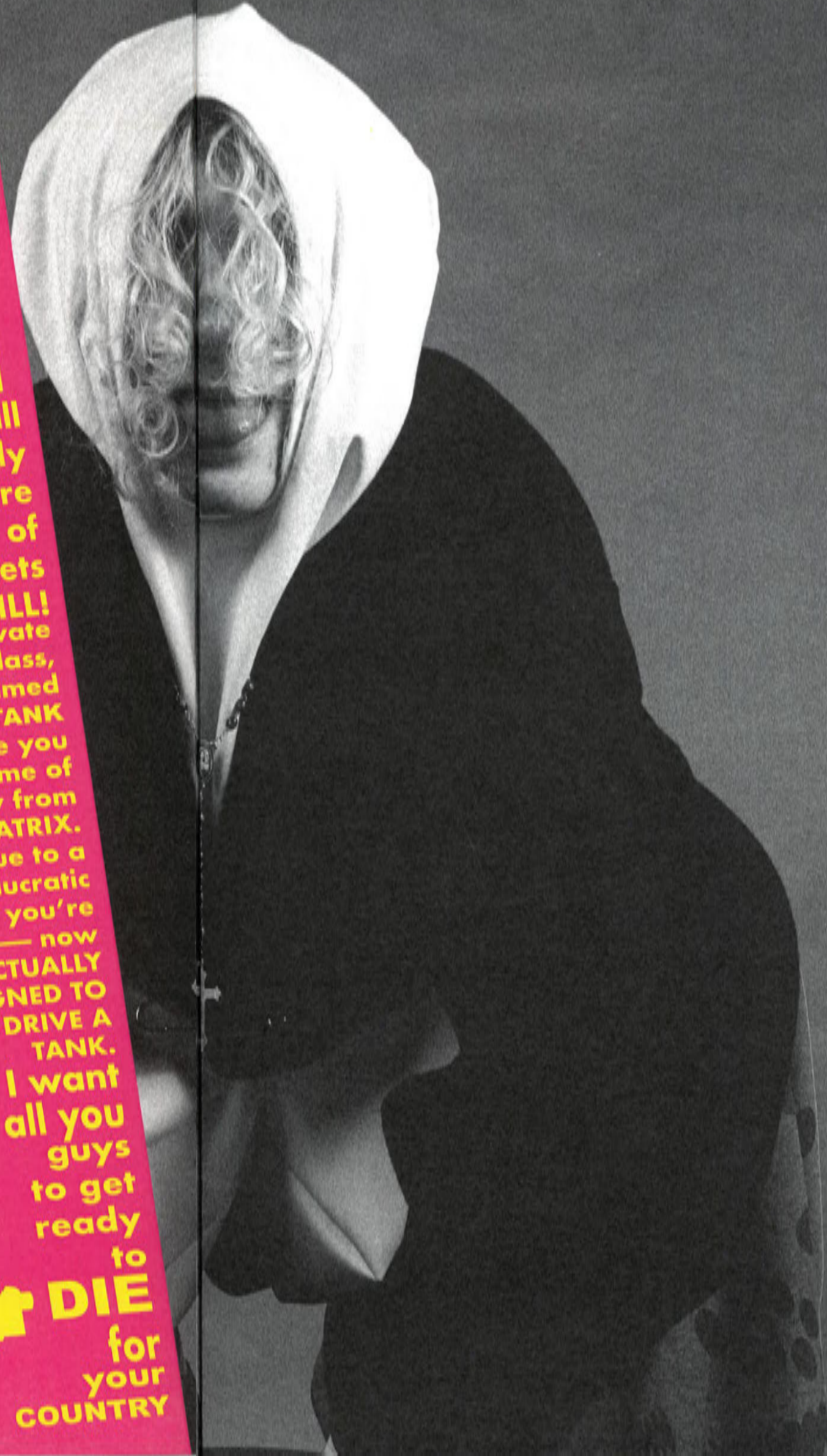
I will personally make sure every one of you gets a **TRIPLE KILL!**

Private wineglass, I nicknamed you **TANK**. Because you remind me of that guy from **THE MATRIX**. But due to a bureaucratic error you're

← now **ACTUALLY ASSIGNED TO DRIVE A TANK.**

I want all you guys to get ready

to **DIE** for your **COUNTRY**



**BAD  
CRE  
D-€  
IT?!**



**©**











**BIRTH CERTIFICATE INCLUDED!**

SHES ACTUALLY **52901** YEARS OLD. PROMISE!!

**AS SEEN ON TV!**

**WOW!** .0000000971

**BUY NOW**

**Combo Deal!**

**ANON APPROVED**

**BIT** .0000008533





# 2090

TRUTH  
NUKE

Due to the rapid population surge, the global supply of milk formula can no longer meet the demands of newborns. In response, the NGGI (Neo-Earth Good Gov't League) has genetically engineered humans so that both men and women experience monthly lactation cycles. During these cycles, citizens are required to visit designated Milk Processing Facilities, where they are connected to extraction machines that collect their lactate. The procedure is notoriously painful. A small percentage of people possess a rare mutation that triples their lactate output—these individuals are detained by FEMA and permanently maintained as full-time milk producers.

LOL

TEACHABLE  
MOMENT

croissant

2.0

LOOK AT THE DATA

WOW!

THIS IS GAME  
CHANGING

Before the construction of the planet-wide Bio-Dome, all bees had migrated to the moon to establish their own colonies. Over time, they evolved into sentient beings, no longer content with being farmed for honey. Rumor has it they're gathering their forces, preparing to launch a full-scale assault on Neo-Earth with support of the Stonic Allen Race hailing from the galaxy W2246-0526.

lunar propaganda

THINK BIG!

Millions of North Korean refugees escape and trigger a new refugee crisis. However, they make incredible music using remixing software.



Oat milk prices hold steady at a Reasonable \$129.99

Singapore launches the first GDP. Expense rate below

Dinosaurs are BACK

2050

Break Down

Covid

The great info war

at Mass Is Really Good and Everyone over it!

THE UNITED STATES OF AMERICA

THE UNITED STATES OF AMERICA

THE UNITED STATES OF AMERICA





What will happen?

Female-on-male bullying reaches an all time high

Facebook as a birth certificate

Pat yourself on the back

# 2050

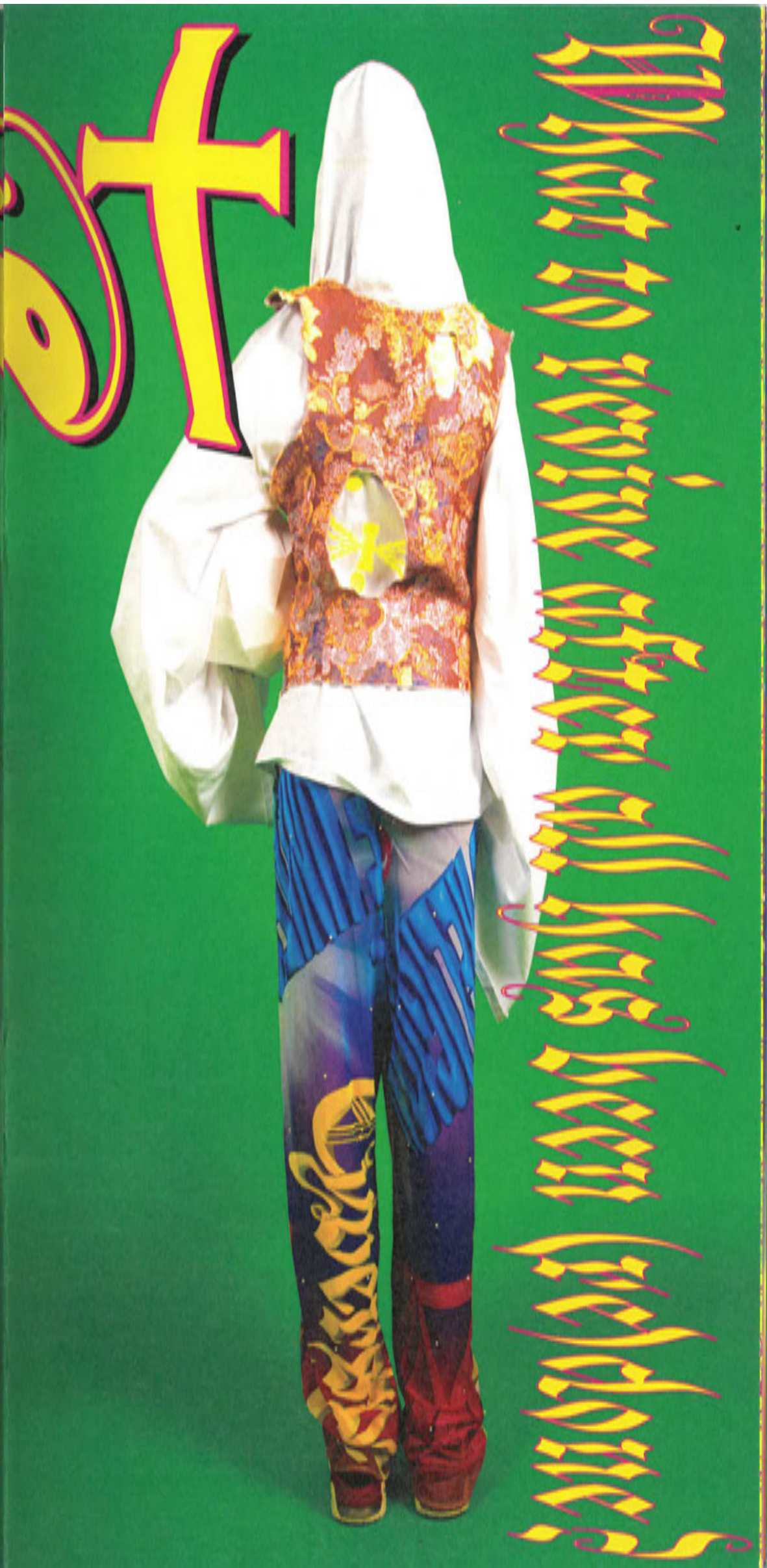
What's your passion?

Gas Prices hold steady at \$632 per gallon thanks to the planning of chancellor Hillary Clinton

Hyper realistic MMORPG Pricing skyrockets to \$1,1024 per month to play thanks to the planning of chancellor Hillary Clinton

We will enhance you







**On friday 8th of november 2038 lets  
all go to the northern quadrant of the  
Bernard Arnault nexus and ask our alien  
overlord for freedom of thought and  
expression.**

**The look on his face as he reformats  
our brain and replants us onto earth  
as the same mindless polluting wastes  
of space we were before will be  
EPIC.....**









# Special Thanks

My best friend, Janik Schnebel  
My mentor, Fang Chunjia  
My muse, Seamus Gray  
My second muse, Ivy Streefkerk  
My day one, Roos Van Bentem  
My collaborator, Paula Vonk  
My print teacher, Mark Goss  
My model, Ugne Judickaite  
My friend, Wesley Aafjes  
My internship, Walter Van Beirendonck  
My pearl sewer, Lillana Azizova  
& Everyone else

Big thanks to Gala-Salvador Dali Foundation, Stedelijk Museum and the Volendams Museum for providing documents and scans.

Huge thanks to my graduation teachers Oscar Raaijmakers and Birgit Muis <3.

# Reach Out

Please share thoughts  
/ remarks / memes /  
advice / critique / food  
/ death threats / love  
[pzotelkap@gmail.com](mailto:pzotelkap@gmail.com)  
[@Frunna](https://www.instagram.com/Frunna)

When a bird was looking at my computer monitor I thought "That bird has no idea what he's looking at." And yet what does the bird do? Does he panic? No, he can't really panic, he just does the best he can. Is he able to live in a world where he's so ignorant? Well, he doesn't really have a choice. The bird is okay even though he doesn't understand the world. You're that bird looking at the monitor, and you're thinking to yourself, I can figure this out.

Maybe you have some bird ideas.

Maybe that's the best you can do.

**-Terry A. Davis**

15 Dec 1969 - 11 Aug 2018 †  
In loving memory

