

Do you still believe jewellery has something to do with identity?

Do you still believe in the value of silver, gold, and gemstones?

Do you still believe in the value of personal data like where you live, what you buy, how rich you are, which people you call friends?

Do you really believe that data is your...identity?

I think you are told to believe this because it seems to be so very precious, these big data. But don't worry. It's only important for the majority, the big one, the so-called mainstream where all the blood- and mind-sucking designs are born, transformed and buried. Most of your identity has come from this stream, most of your parents' and your friends', too. But hey, don't drift away!

What you do in public (most of the internet should be seen as public) is not your identity! Otherwise your business shoes, your Excel files, your elevator talks and permanent worries about the look of your swimwear would also be your identity. Do not worry; there are islands! And if you find a new way, you can go there today.

In the meantime, my little friends will protect your heart and soul (what identity really is) from any potential thieves.

...and if someone asks you what these brooches mean, tell him or her:
„ These are the little flat screens on which the postmodern cow is skating towards people's minds.“

tom stöckl