

## Gestalt of the Oversaturated World

In the last 10-20 years the world has changed completely. The IT-Revolution offers us an amount of freedom we never knew before. Still most people don't understand these changes, and live their lives like their parents lived for hundreds of years. But what actually has changed?

### Overproduction

First of all. We live in overproduction. When our parents, or grandparents saved money to buy a fridge.

Today you can completely furnish your house for a couple of Euros.

The same with cars, you can buy a car just to move from A to B for 100 Euro.

Clothes same thing - ok, it may be a bit shitty, but you can buy a secondhand Versace for a price less than a new t-shirt at H&M...

So the possession of material goods is much less attractive. And only the offensive ad campaigns try to wash our brains and make us buy a new Iphone with same functions as the old one.

Platforms like Blabla-car or Airbnb make the necessarily of own a car, or a house even less important. You can drive through for 10 Euro/100km. And rent your own house, and live somewhere else.

*Freedom 1 - Free of material goods*

*Freedom 2 - Freedom of travelling*

### Connectivity

Did you think about, that with the device in your pocket you can contact every person on earth. Even work from your device, and even using IP-phone, be a mobile call center. At least you have to learn a couple of world languages - English, Chinese, Russian ;)

So why to the hell do you need to go everyday from 9 to 17 to your work. Maybe just to gossip about you colleagues?

As you can contact anyone, being a freelancer you can choose and change your boss whenever you want.

Actually you can completely manage your life and almost work having mobile internet and the needed software or apps. You can navigate everywhere, buy goods online and much more.

*Freedom 3 - Free of workplace and boss*

### Users

Another interesting development - we are still less and less inventing something new, we don't need to do it ourselves. We become users. Designer - Adobe Creative Suite, 3D modeler - Autodesk, Accountant - SAP... If you buy consuming goods you mostly will get well known brands as well as - Unilever, Procter and Gamble. As well as you buy a Hocker - it probably will come from IKEA... So the monopolies have it all. The tricky thing here, is that you really have to focus on your own talents, otherwise, you only will be an instrument in someone else hands. Sadly, school or university barely offer you that, they still run on the old Operating System thought...

As we become users, the more services there come! You don't have to cook - you buy for 4\$ a falafel at the next corner... In most cases there will be someone else who can do it better as you, if you pay him. Work hard for 8h on a 3d model for 200\$ or find a freelancer in half an hour, pay him 100\$ and put the rest in the pocket. So you have to be clever, and once again focus on boosting your talents.

Because you have it all. You can learn anything - just watch on youtube a tutorial for Free! From how to restart windows to how to build a transcontinental rocket... So information is mostly free. Software - the needed instruments - are available and free as well

*Freedom 5 - Free information*

## **Live every life**

You have anything... You can buy a Cadillac, do some gel in your hair and be like Travolta in Grease, or you buy a T1 and become a hippie, or buy a Prius and be an eco-freak! You can even change it throughout your life, and live more lives... You can live in an old town, and feel the medieval fleur, or you can live in crazy post-utopical running Megalopolis. It is all possible!

Even complete get an own role - cities for leisure, historical cities, cities for shopping...

*Freedom 6 - Live your dream life*

## **Business**

Business is also an interesting thing. Of course you have to build a trusted personal connection with someone. But a lot of people stay hooked on old business relations and try to solve problems using dominatory models, instead of searching for enthusiastic people open for partnership. Something actually to be aware of, if you look how popular is outsourcing now and how fast and easy you can contact anyone...

## **Conclusion**

A lot of old habits we have earned from our parents. Going to work, sparing for a new Iphone, Travel 2 times a year - Summer and Christmas, Asking how to do it. Instead of that why we not use the complete freedom we have now to live our dream life, boost up our unique talents and be useful for the world. When, when not now?

Gain an easy living, travel a lot, work from laptop, be whoever you want to be, learn by yourself, don't collect shitty goods and gain happiness with people who share this new way of life.

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