

LAB 5

**THE
MECHANICS
OF TRUTH**

FACULTY

**MEDIA LAB
MATADERO**

beliefs
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To me, *The Mechanics of Truth* becomes especially interesting once we stop treating 'truth' and fiction as clean opposites.

The internet has turned reality into a participatory process unfolding continuously through platforms, feeds, memes, aesthetics, and acts of narration.

Users increasingly orient themselves through symbolic worlds assembled from fragments circulating across networked environments.

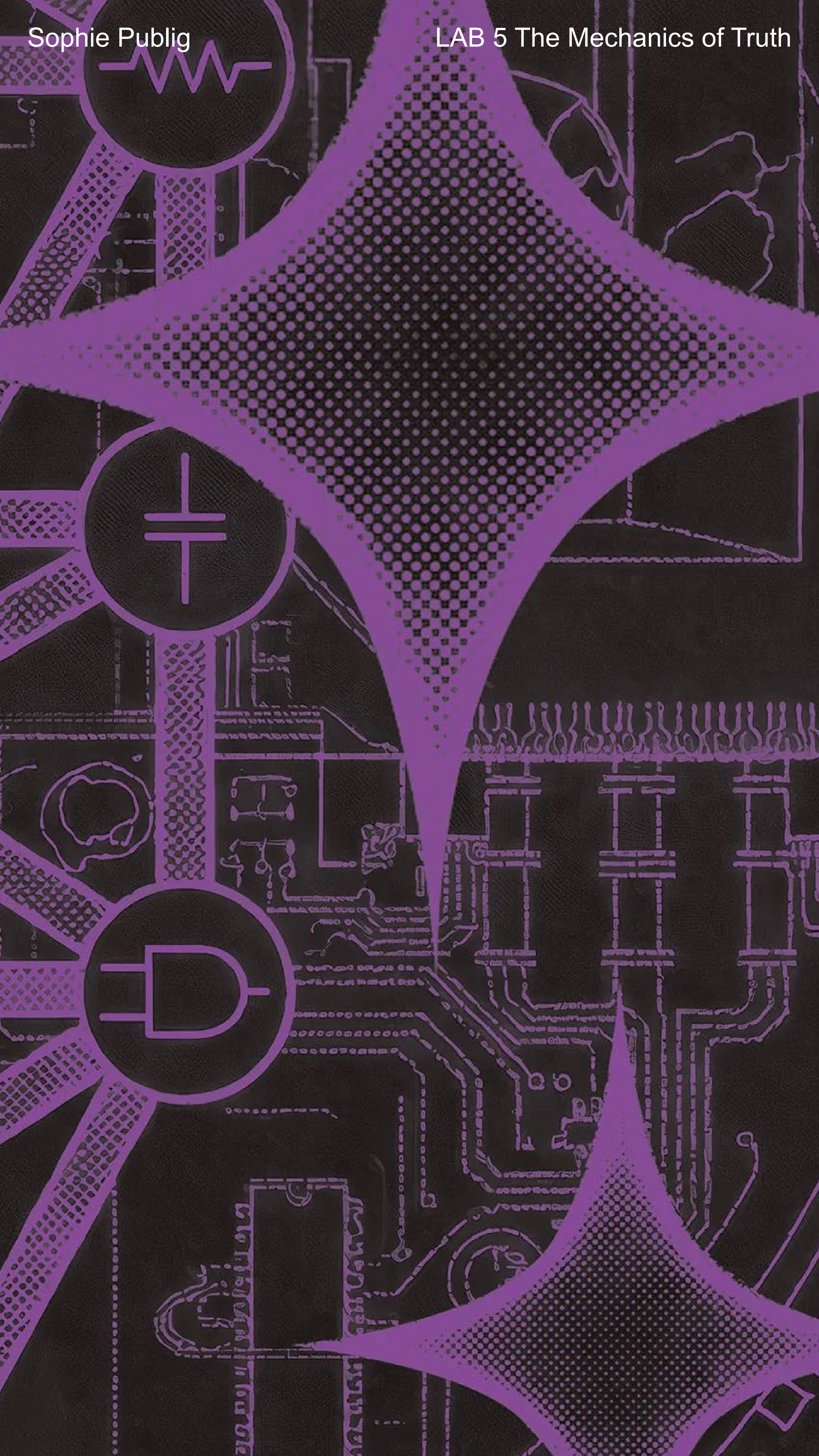
Mememes mutate into folklore, conspiracy theories become collective mythologies, and entire micro cultures emerge around ambiguous emotional atmospheres, occult references, and shared vibes.

What fascinates me about this shift is how collective realities are always produced socially and technologically at the same time.

Platforms do not simply distribute information, they reorganize how perception, belief, participation, and symbolic attachment take shape under its conditions.

Brain rot, AI-generated images, rabbit holes, lore, schizoposting, and digital subcultures inspire me because they generate new forms of techno-lore that, in turn, shape how technology itself is understood and inhabited.

This becomes especially apparent in ongoing attempts to orient oneself within technological systems that feel opaque, unstable and overwhelming.



My writing and teaching
move through memes,
posthumanist philosophy,
technomythologies, and
internet aesthetics.

At the moment, I am
analyzing the digital
unconscious as a symbolic
world generated through
recursive participation
online.

I am especially interested in the butterfly effects of being chronically online, following digital fragments accumulating social force and organizing collective experience in real time.

Tracing how life mutates under platform conditions is at the heart of my approach to digital culture.

At LAB 5, I hope to work alongside participants investigating these strange new conditions of reality production through artistic research, experimentation, collaborative thinking, and technocultural world-building.

The internet keeps
producing new worlds.

I'm interested in exploring
how we can learn to
navigate them together.

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