

Red Pill, Left Curve, Slow Burn – Imagine the Smell (DYOR)

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In realms where golden arches soar,
A realm of joy, where dreams explore.
Amidst the bustle, a haven found,
Where laughter rings, and joys abound.

From crispy fries to burgers tall,
Each bite a taste of memories all.
In every heart, a childhood's song,
In every meal, a sense of belong.

Beneath the glow of neon's gleam,
A symphony of flavors, a timeless theme.
Where families gather, friends unite,
In this realm of golden light.



Red Pill, Left Curve, Slow Burn – Imagine the Smell (DYOR)

The video installation *Red Pill, Left Curve, Slow Burn – Imagine the Smell (DYOR)* consists of a spinning coin that is constantly on the verge of collapsing but gets nudged and re-spun by a recurring beam of light illuminating the exhibition space. The installation draws live data from the constant buys and sells of the Ethereum blockchain cryptocurrency Grimace Coin.

Based on the theme of the McDonald's Corporation the coin displays its trademark golden beams logo as well as one of the canonical characters featured in the company's fictional universe. Introduced in 1971 as part of the McDonaldland World the indeterminate figure named Grimace appears as a slightly evil creature being driven by the unsatiable love for McDonalds milkshakes. Being gradually redesigned and remarketed, the blob figure undergoes a transformation to a slightly dim-witted but lovable friend of the company's main character Ronald McDonald. Following a brief public exchange between billionaire entrepreneur Elon Musk and the official McDonald's Twitter (X) account in the beginning of 2022 the character reappeared as the face of the newly forged cryptocurrency token "Grimace coin" which rapidly gained a market value of several million dollars

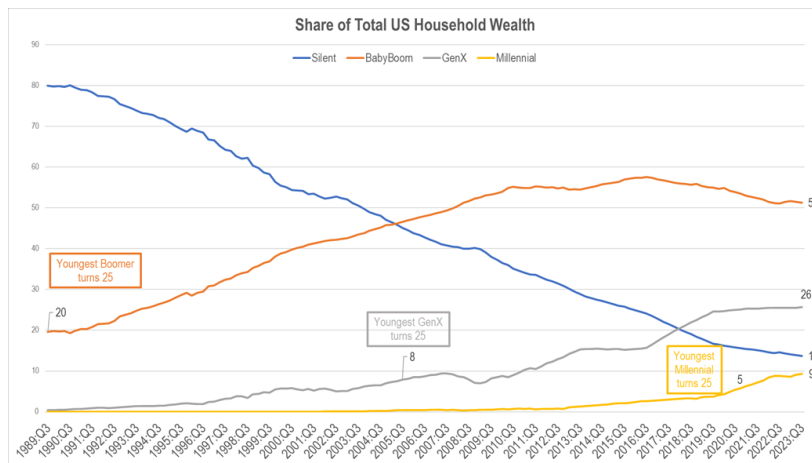
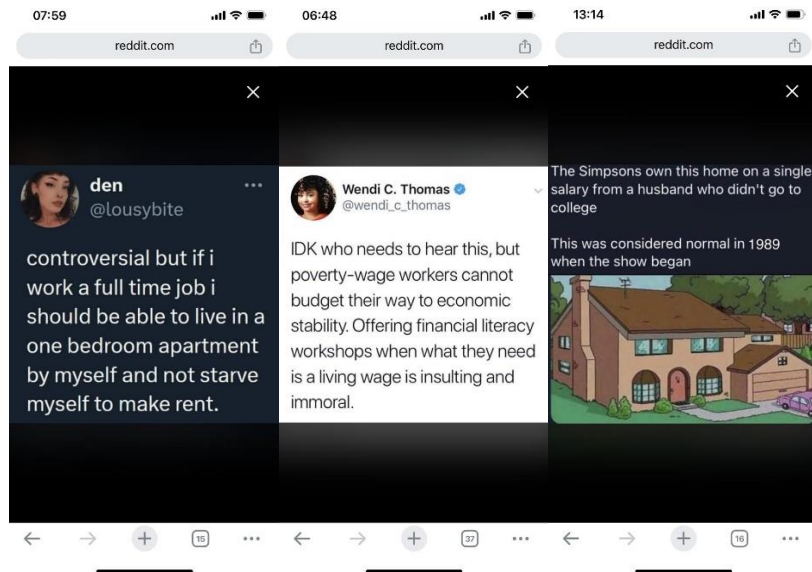
In summer of 2023 McDonald's chooses to market the *Grimace shake*, a milkshake dedicated to the character's fictional birthday, kicking off a viral trend on the social media platform TikTok depicting consumers being violently killed after drinking the product.



1.Doomsday Clock

What happens to a generation that spends all their time working but is still not being able to afford basic life? What if the American Dreams has lost its gleam as a global capitalist narrative and got replaced by disillusioned surrender?

This growing negative sentiment was summarized and coined by Dimitry Kofinas around 2021 under the term *financial nihilism*, describing a general mistrust in the workings and functioning of the system. Recounting the rat race of living paycheck to paycheck a whole generation of young people is confronted with the strangling cost of living which does not allow for any of the luxuries of a comfortable life. With median home prices up by 80% since the 1980s after adjusting for inflation, a household price-to-income doubling in comparison to our grandparents or 50% of people making less than their parents at 30 today, the dream of owning a house, saving money, financial freedom or even raising kids seems just like a nostalgic memorabilia from the past. Any suggestion of upwards mobility appears inaccessible for an ever increasing amount of the (U.S.) population. A whole generation that gets confronted with the rigorous brutality of hustle culture on speed while not being able to cull any fruits of labour.



Comparison of household wealth share by the age of 25
Boomer Generation: 20% , Millennial Generation: 5%

This disenchantment of an age old narrative of hard/honest work, career ladders and a plannable future sets the stage for a total abortion of the traditional perception of values and the rise of the Doomer figure.

Doomer

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From Wikipedia, the free encyclopedia

Doomer and, by extension, **doomerism**, are terms which arose primarily on the Internet to describe people who are extremely pessimistic or fatalistic about [global problems](#) such as [overpopulation](#), [peak oil](#), [climate change](#), [ecological overshoot](#), [pollution](#), [nuclear weapons](#), and [runaway artificial intelligence](#). Some doomers assert that there is a possibility these problems will bring about [human extinction](#).^{[1][2]}

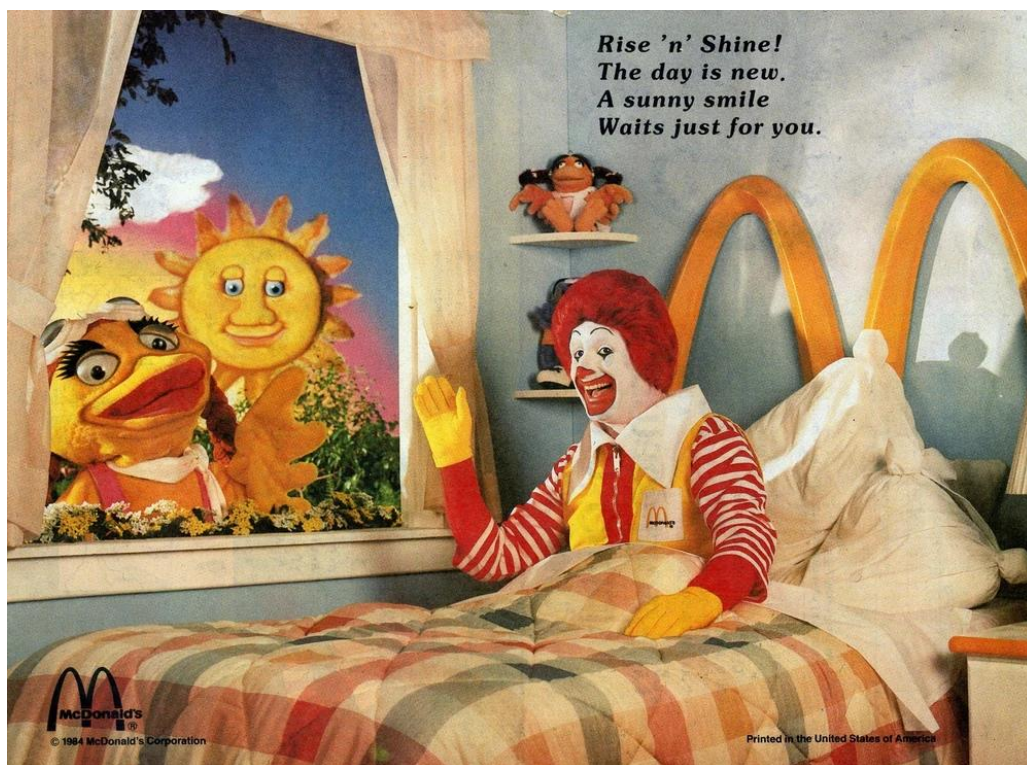
[Malthusians](#) like [Paul R. Ehrlich](#), [Guy McPherson](#) and [Michael Ruppert](#) have related doomerism to Malthusianism, an economic philosophy holding that human resource use will eventually [exceed resource availability](#), leading to societal collapse, [social unrest](#) or [population decline](#).^{[3][4]}

What is the worth of possessions in an age of climate apocalypse, what is value in the face of societal decline and personal financial misery? While a pessimistic outlook on life has probably always existed, the figure of the Doomer is created to describe a generational mood.

Painting a stark contrast to the babyboomer generation born between 1946 and 1964 the Doomer sports the guilt of consumption instead of the joy of naive ignorance. The accusation that older generations are incapable of grasping the struggles constantly fuels a despair of generational disconnect. Social injustice becomes ethical struggle by being held accountable for product choices. Personal lifestyle, social media representation and the involuntary choice of constant quantitative evaluation become a prison of performance pressure.

Digital isolation and the relentless bombardment with juicy asses, perfect food, the decadently rich but humble, spiritually enlightened brain triggering algorithms brutalizes the reality of sitting at a dead end job's desk. Collapsing is not an option since the ambulance is not covered.

The Doomer is no caricature but the lived reality of many young people who do not even get granted a the prospect for a better future.



2. Fried Bills, Escaping the Rat Race



In January 2022 the richest man in the world decides to direct a tweet at the multinational mega franchise McDonalds, jokingly promoting an open source mock-cryptocurrency featuring a popular internet meme of a dog. Known for absurd publicity stunts, the entrepreneur Elon Musk directly addresses the peer-to-peer open source token *Doge coin* in several tweets on his social media platform X (formerly Twitter). With his questionable reputation of a genius businessman and inventor the billionaire quickly gathered a huge cult following all over the world, drawing a multitude of investors into seemingly visionary projects.

Propelled by the absurdity of a Dog currency the internet quickly picked up on the joke allowing the new digital token to reach a temporary market value of 73 Billion US Dollars within only 5 months. Easily surpassing multinational mega-corporations like the German car manufacturer Volkswagen (67 Billion) or General Motors (49 Billion) the simple picture of a dog with its own currency entered the financial markets and paved the way for a new era of finance.

With the sudden rise of Bitcoin and the surprising ascent of newly forged millionaires crypto currencies gained the attention of the general public. “Founded in 2009 by the pseudonymous Satoshi Nakamoto, the back then revolutionary digital currency aimed at decentralizing finance and enabling peer-to-peer transactions without intermediates. Initially embraced by a niche community of cryptographers and libertarians, Bitcoin gradually gained broader attention as its value soared, reaching significant milestones like mainstream media coverage, institutional investment, and adoption by major companies. Despite facing regulatory challenges, market volatility, and competition from other cryptocurrencies, Bitcoin has established itself as a store of value and ‘digital gold’, maintaining a dominant position in the crypto market while spurring the development of a vast and dynamic cryptocurrency ecosystem.” (1)

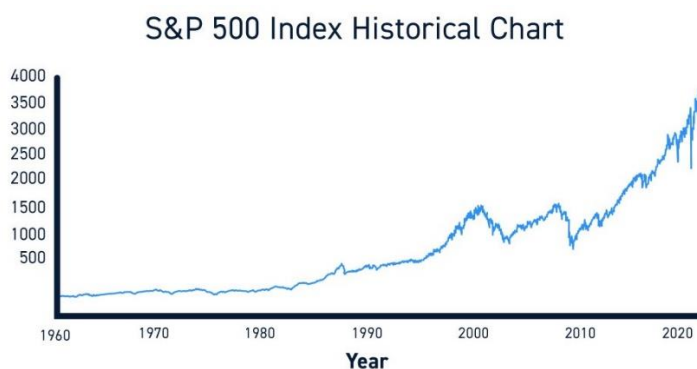
Following the success of Bitcoin the interest in decentralised crypto assets soared, leading to numerous crypto projects being started facilitating technological, ideological or applicable uses of decentralised networks. But not only the technological advancements of blockchain technology brought attention to the markets but the raw fact that soon everybody seemed to know somebody who got filthy rich over a few coins they bought a few years ago. Winning the lottery became mainstream and no one really seemed to know how it works. But it worked.



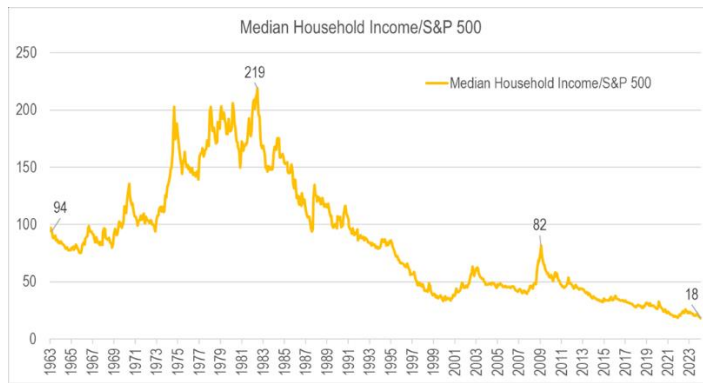
So what if the world is not a zero sum game? What if there is actually a way to work smart but not hard? Or what if money is a scam anyways?

The dream of infinite growth seems to be hardcoded into capitalism, so why should it not be applicable on an individual level? Where can the constant news about a growing economy be reaped for real life value?

Examining the index of Standard & Poor's chart of the top 500 largest publicly traded companies in the United States by market capitalization reveals a historically consistent upwards trajectory. Indicating that by using the simple formula of "*time in the market beats timing the market*" any investment should turn to profit over the long term. Upwards mobility does seem to exist, but the possibility of placing large sums of money into stocks to let them ripe like a fine wine over centuries is a luxury hardly attainable to most.



Infinite growth



Finite resources of the young to buy into that wealth

3.Vaporware

“Cryptocurrency represents a revolutionary shift in the financial landscape, offering decentralized, secure, and transparent alternatives to traditional monetary systems. With the potential to democratize access to financial services, enhance privacy, and facilitate global transactions without intermediaries, cryptocurrencies are paving the way for a new era of digital finance. From innovative projects enabling smart contracts and decentralized applications to solutions transforming supply chains and cross-border payments, the crypto space is brimming with opportunities for growth and innovation. Investing in cryptocurrency allows you to be part of this transformative journey and potentially reap significant rewards as the technology continues to evolve and gain mainstream adoption.” (2)

While the technological advancement of decentralized finance, privacy and an ideological shift from away national control sparked great interest by financial experts, drug dealers and radical thinkers the true change of sentiment came when everyday people started on-boarding the crypto sphere. Inspired and fascinated by the insane amount of possible wealth the space generated for early adopters, small investors sought to become part of the new technology.

Project after project with new technological advancements, smarter contracts or blockchain solutions launched. Newly founded teams would write extensive investment whitepapers (documents that outline the technical specifications, functionalities, and purpose of a project) trying to onboard potential investors with their superior product.

But what if we found out that all the technical lingo turned out to be just not true? That the heavily advertised groundbreaking Sci-fi AI solution actually never worked but only consisted of fancy 3D renderings of robot brains? And what if everyone just commonly decided to not care about whether it holds any truth or not? What is value anyways? Is it really the product and utility that drives the value of a thing or is it its cultural embedment? Is the cultural phenomenon of a brand like Coca Cola something that Coke owned or something that we all owned and co-created and co-manifested its meaning?

The market sentiment of the cryptocurrency community has shifted from a utility of coins, valued for their real-world applications and technological advancements, to the intermediary of pretend-to-be vaporware to its final liberation, the so called Shitcoin.

Used in a derogatory way the Shitcoin does raise eyebrows with early adopters of the crypto space as well as the outside world. Replacing book-long Whitepapers with a few jokes or a funny picture of a meme, the new coins seem to have no clearly defined purpose, the developer team is mostly untrustworthy and hundreds of them are generated per hour. Pictures of cats, dogs, celebrities, vegetables, hot dogs or presidential candidates dominate the space, all worth imaginary values.

The financial nihilist and the Doomer found their perfect toy, illustrating the absurdity of late stage capitalism. There is no inherent value to be had, it is all just pure consent and mysterious flows of the market. A place where even the hardest TradFi (Traditional Finance) traders get crushed and technical analysis gets replaced with esoteric visions of the future, the feeling of flows and the strength of belief.



Male Astrology(3)

Contrary to traditional markets a big part of the memecoin sector is subject to severe volatility. Prices fluctuate between extreme lows and even more extreme highs. Initial investments of a few hundred euros can turn into millions within a short nap on the sofa while a single wrong timing can burn entire life savings to zero. The space has its own rules that can only be assumed but never fully understood. The market does what the market does.

Cryptotraders navigate with the same caution as Andrei Tarkovsky's character of the Stalker in the 1978 released movie of the same name, traversing the closed-off "Zone". The presence of danger is imminent, as well as the existence of a room that fulfills all innermost desires. The Zone operates on its own enigmatic rules with constantly changing landscapes and phenomena. Paths that were safe can suddenly turn dangerous and traps and hazards can only

be detected and avoided with caution and intuition. These traps can be lethal and only Stalkers with a deep understanding of the Zone can safely navigate it. There are no forward or direct paths to a destination. The Zone has a profound psychological impact on those who venture into it and are tested on their mental resilience, revealing their deepest fears and desires.

Entering the crypto space is not a gamble or a casino with mathematical rules of winning or losing – it is a despair of no longer being able to bear the hardships of existence. A shot at losing or winning it all instead of living in the everlasting misery of a system's exploitation. Taking the risk is not a matter of amusement but in many cases a necessity driven by desperation to achieve what was once considered to be a normal life. Hard work will not free you, but the magic of a single right choice might.



McDonald's 
@McDonalds · [Follow](#)



how are you doing people who run crypto twitter accounts

4:27 PM · Jan 24, 2022



126.5K



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4.Escape Velocity, Exit Liquidity

Serving as the biggest fast food franchise worldwide the McDonald's corporation has expanded to over 120 countries all over the globe. Operating since as early as 1940 it's logo of the soaring arches has steadily but successfully burnt itself into the retina of our modern days. Being loved by kids and drunk people and hated by nutritionists and leftists the company further managed to establish itself as a universally understood symbol of Globalization and rampant Capitalism.



Coining the term “McJobs” the sociologist Amitai Etzioni used the McDonald's companies notorious workplace reputation as an epitome of positions characterized by low pay, limited prospects, high turnover and profit driven workers exploitation. This concept of the dead-end job provides a fertile ground for the cultural narrative explored within crypto spaces, where McDonald's iconic imagery is repurposed as a common ground zero on a societal ladder. The fast food worker becomes the lowest point in the hierarchy of capital, rendering the baseline for a vicious cycle of systemic escape attempts.

Not even being able to afford rent with his full time job, let alone setting aside any savings, the employee resorts to the world of crypto. Following one popular crypto narrative the employee finally escapes the rat race by becoming a millionaire but subsequently loses everything and works at McDonald's again.

McDonald's is hiring. It will always be there as a saviour but also as the ultimate surrender of societal status and a glowing emblem of being exploited as a minimum-wage slave without perspective. A failure that is not represented by the loss of home or living on the streets but the crawling horrors of being exploited in an inescapable system, being slowly drained in an endless spiral of meaningless labour.



Depiction of the popular memecoins \$SharkCat, \$Pepe and \$Michi



Grey Jabesi [@greybtc](#)
 Started my first shift today at McDonald's. Had to let go of my ego. F*ck #Terra \$Luna and this whole crypto space.



Embodying the ambivalence of the hero and villain at the same time the American dream of successful entrepreneurship and expansionism on a macro level, meets the lived reality of individual misery directly affected by its ruthless profit maximisation. The dishwasher realised that no amount of hard work will grant him the dream of becoming a millionaire.

Grasping onto this very despair the symbolism of the franchise prevails in the contemporary iconography of crypto culture as a constant reminder of systemic inescapability by traditional means.

5. A Matter of Perspective

With the U.S. as the world's biggest economy and home to many of the world's leading tech companies, it poses a major influence on the crypto market. National socio-economic problems are projected strongly onto crypto-culture's symbology and exported as global sentiment. While the working conditions of a McDonalds employee in Denmark, the Philippines or the U.S.A. are rather different, the impact of global capitalism and a progressing disenchantment of an old dream becomes more and more evident in all parts of the world.

Horrible working conditions, exploitation and the absurdity of wealth and its propagation are a fundamentally universal experience. A steady decline in buying power, global climate crisis and social isolation through technology hit whole generations. While the sentiment of a doomed world does not apply to everyone, the combination of social media happiness and wealth projection with an apparent and often disconnect to real labour scrutinize even the most sane minds. The reels and snippets of picture-perfect lives we are being bombarded with are not a result of labour, they are the pure embodiment of injustice and a privilege that we would all like to experience. A freedom that is not attained through hard work but with the pure consummation of life.



We played musical chairs but they pulled the rug

The year is 2030. It's a rainy Saturday afternoon. You've just finished mining 30 obsidian ore playing Crypto Crush Saga, a match-3 mobile game. You open up The Elder Chains Online and feel a rush of excitement. Your school buddy has spent years becoming a Master Blacksmith, and he has agreed to turn 10 obsidian into an Obsidian Battlestaff, a HUGE upgrade over the Mithril Mace you've been wielding for the last months. It'll take him an hour or so. In the meantime, you log into Clash of Guilds, and use the remaining obsidian to upgrade your town hall to the next level. That should keep your village safe for now. You wish you could fast forward time to tonight.

Your Guild has plans to go for a deep run into the wilderness in Old School Rune Chains, and your prospects of a successful run (and great loot) have never been better. All guild members have been spending the past 2 weeks grinding for better weapons, and you've agreed (through a vote) to use the Guild treasury to buy everyone a new full set of Red Dragonhide Armor. Tonight's objective is to kill the level 128 Frost Giant hiding in the Cave of Sorrow. He has a 5% chance of dropping an Immaculate Orb of Brilliance, of which there are currently only 4 in existence. The Orb can be used as a power source in an upcoming space exploration game, and should give your guild a great advantage in reaching distant galaxies first. A 5% drop rate is low, but you're feeling optimistic. In the distance, you hear a faint 'BloCkChAI n dOEsNT bRiNg AnYtHiNg nEW tO gAmES'. You shrug, and join your friends in the Discord voice channel.

Life is good.

1) (Prompt: Can you write a short paragraph on the founding of bitcoin, OpenAI, ChatGPT3.5, 31.05.2024)

2) (Prompt: *Shill me crypto*, OpenAI, ChatGPT 3.5, 31.05.24)

3) TradFi analysis of SPX 500 chart

Glossary	
Degen/Degenerate	Self description of high risk crypto traders
DYOR	Acronym for “Do your own research”, commonly used in crypto spaces
Doomsday clock	Symbolic clock created by the Bulletin of the Atomic Scientists that represents the likelihood of a global catastrophe, with midnight symbolizing the end of the world
Escape Velocity	Sufficient momentum of a crypto asset overcoming initial volatility and market skepticism
Exit Liquidity	The funds of new investors which allow earlier investors to sell their holdings at a profit, often at the expense of the newcomers
Imagine the smell	Internet meme phrase typically used to humorously or sarcastically evoke a vivid sensory image of a strong or unpleasant odor in a particular scenario or image
Left Curve	Simple, often uninformed/stupid investment strategies that surprisingly yield high returns, contrasting with more complex, analytical approaches that often underperform
Market Capitalization	Total value of a company's outstanding shares of stock, calculated by multiplying the current share price by the total number of outstanding shares
NFA	No financial advice
Peer-to-peer	Decentralized network structure where individuals directly interact or transact with each other without the need for intermediaries or central authorities.
Rat Race	The relentless pursuit of financial success or societal status, often characterized by intense competition and a feeling of being trapped in a never-ending cycle of work and consumption.
Red Pill	A metaphor derived from the movie "The Matrix," symbolizing the acceptance of harsh realities or uncomfortable truths, often related to societal issues or personal enlightenment. Commonly used by the Alt-Right and Incel movement
Rug Pull	Practice in the cryptocurrency market where developers or investors abruptly abandon a project or token, causing its value to plummet and leaving investors with significant losses.
Slow Burn	Gradual and deliberate buildup of tension or development over time, often leading to a significant or impactful climax.
TradFi	Traditional finance, refers to conventional financial systems, institutions, and practices that operate within regulatory frameworks and rely on centralized intermediaries like banks and exchanges.