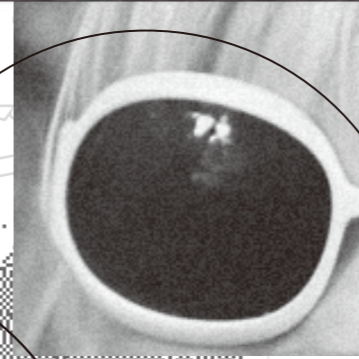
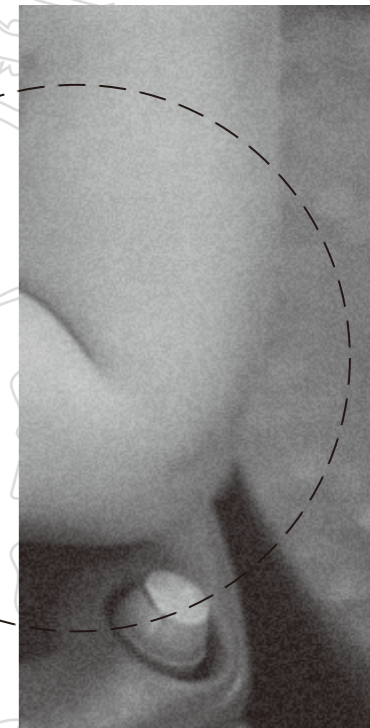
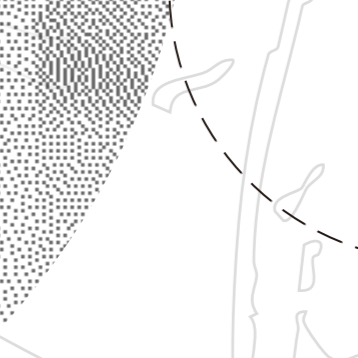
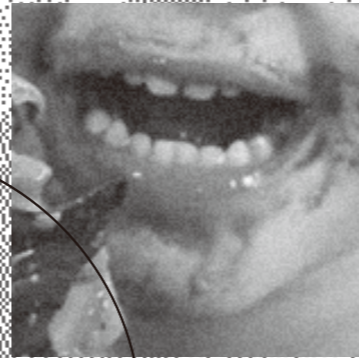
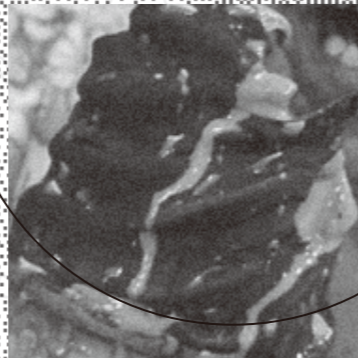


# CHOOSE ONE DETAIL.

*circle the part that attracts you first*



You probably didn't look at everything.

One small area caught you first.

Attention begins with a fragment.

# CHOOSE YOUR FIRST BITE.

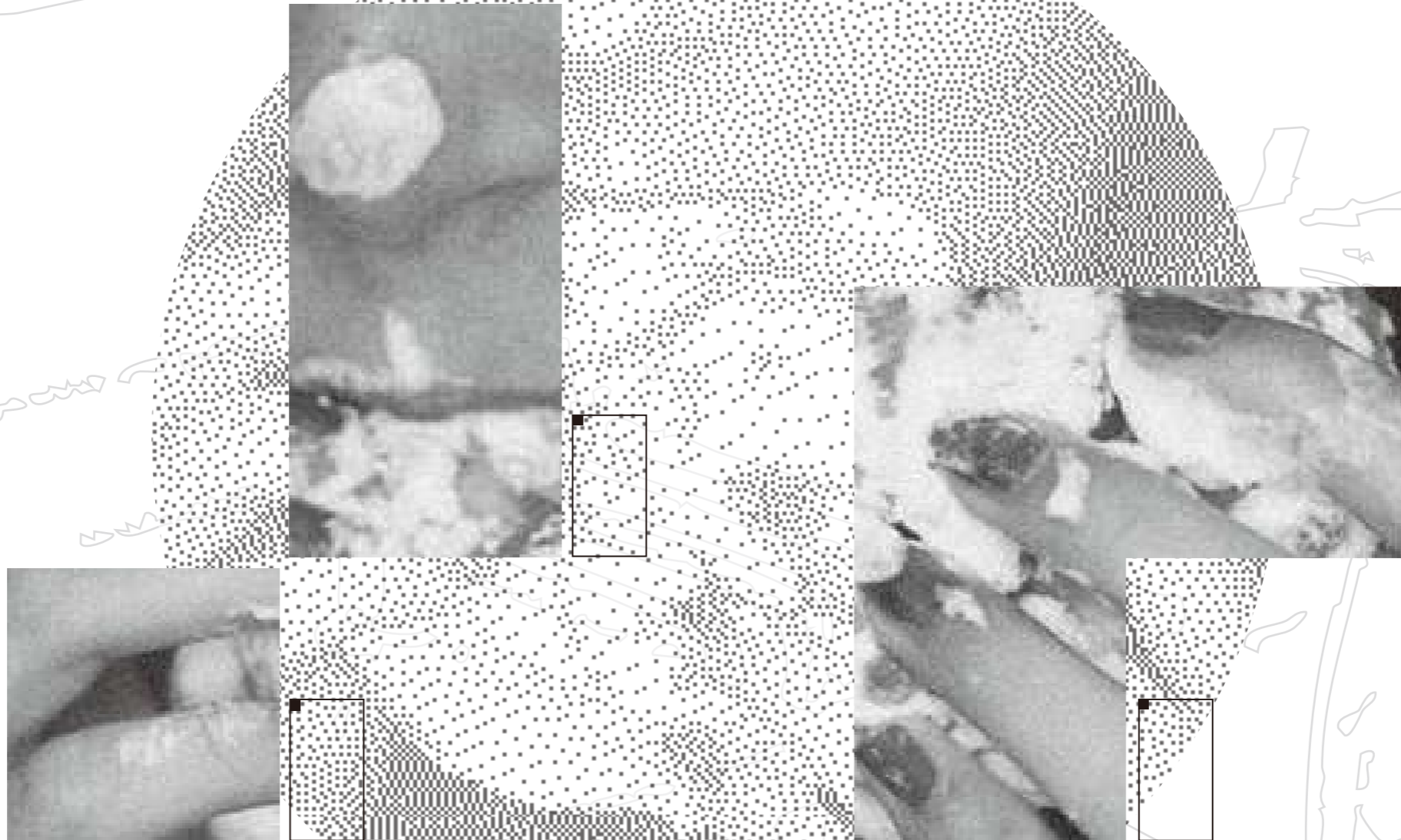
*mark it immediately*



You reacted quickly.  
Desire is fast.  
It happens before thinking.

# ONLY ONE.

*you are allowed to choose one detail*



You had to ignore the rest.

To focus is to exclude.

Something disappeared  
the moment you chose.

# ZOOM WITH YOUR HAND.

*cover everything except one part*



You reduced the image yourself.

You made it smaller.

Control feels natural.

# WHY THIS PART?

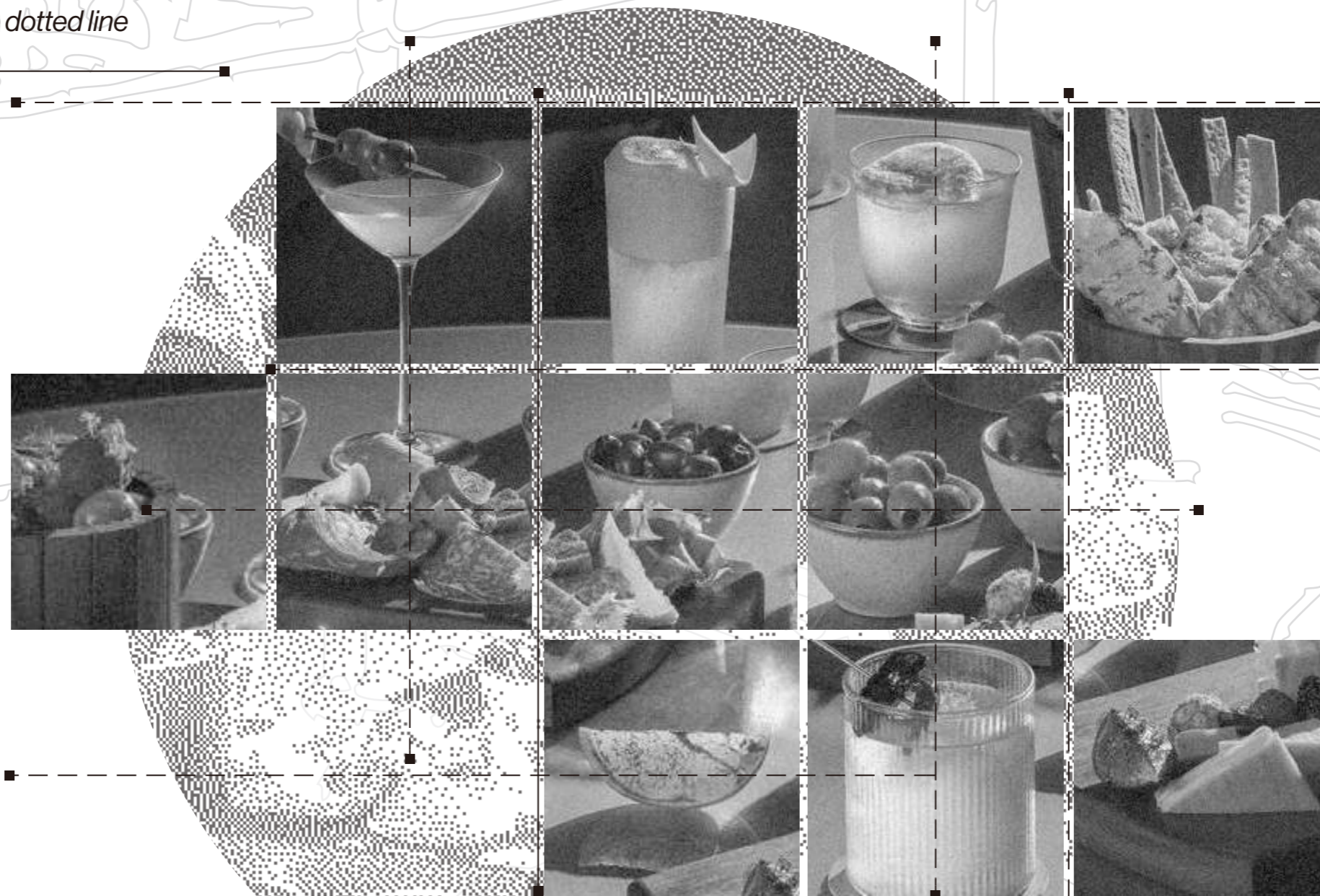
*write one word*



You gave it meaning.  
The image didn't explain itself.  
You completed it.

# CUT YOUR FAVORITE.

*follow the dotted line*



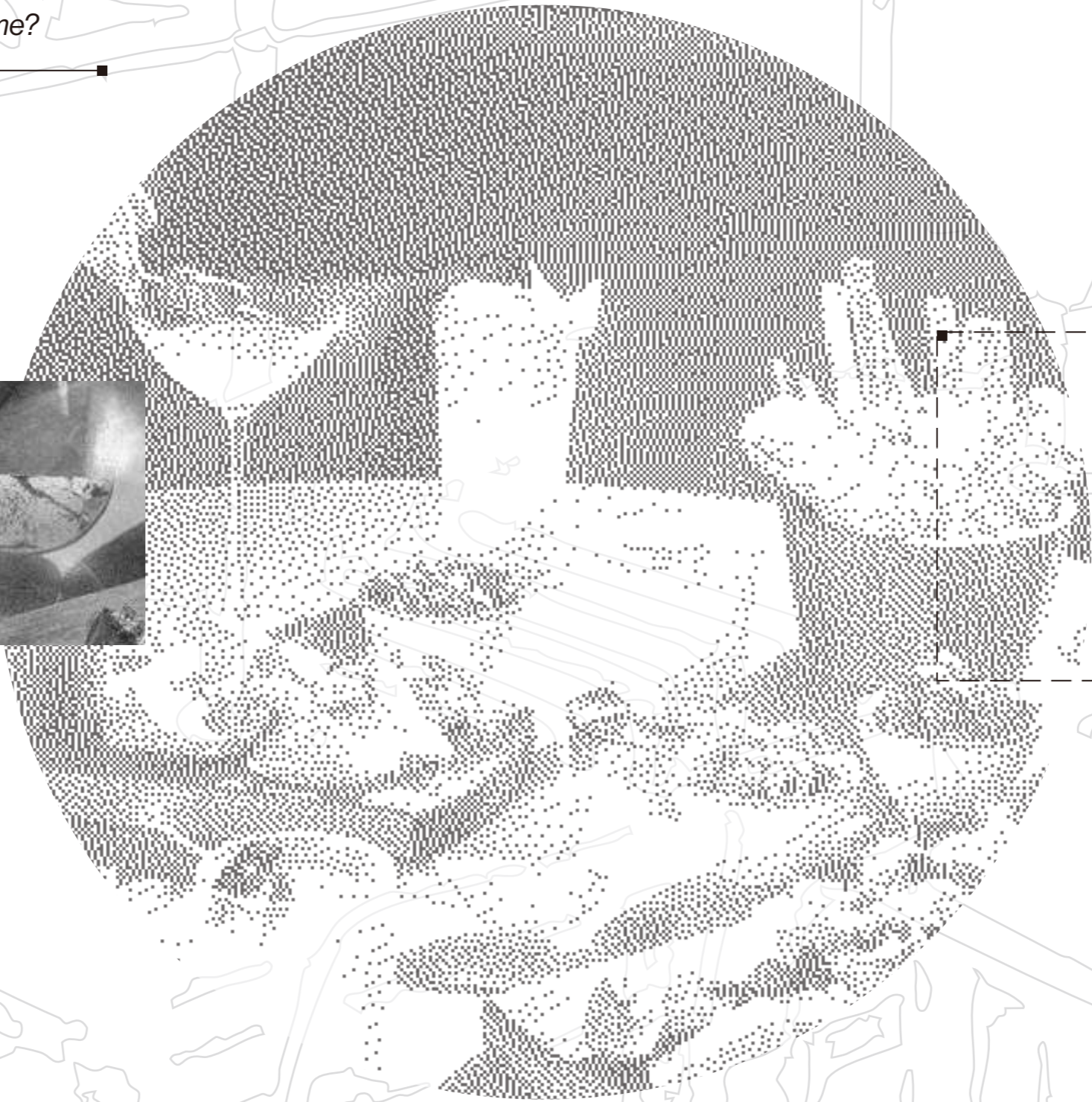
You removed the part you wanted.

The rest became background.

Consumption always isolates something.

**COMPARE WITH  
SOMEONE.**

*did you choose the same?*



It feels personal.  
But patterns often repeat.  
Desire is rarely unique.

# TOO MUCH TO SEE.

*choose again*



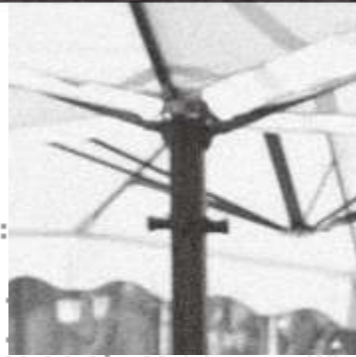
When overwhelmed, you simplify.

You reduce complexity.

You search for something clear.

# FOLLOW THE NUMBERS.

*connect 1-5*



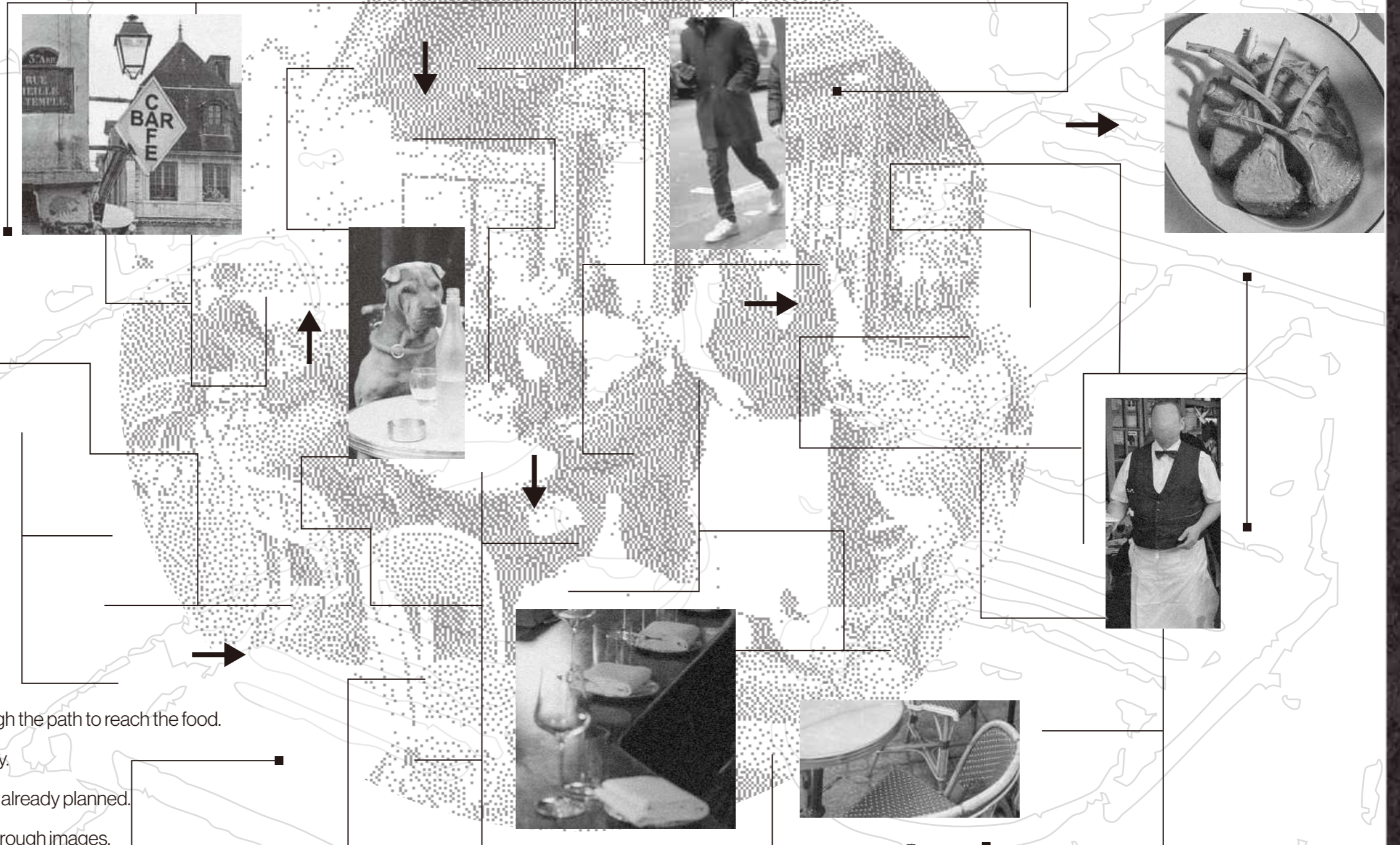
You looked at the images in order.

Not because you chose to —  
but because I guided you.

In many images, the viewing path is  
already designed.

# FIND THE EXIT.

*complete the maze*



You moved through the path to reach the food.

It felt like discovery.

But the route was already planned.

When we scroll through images,  
we are led in the same way.

# TRACE THE ARROWS.

*stay inside the line*

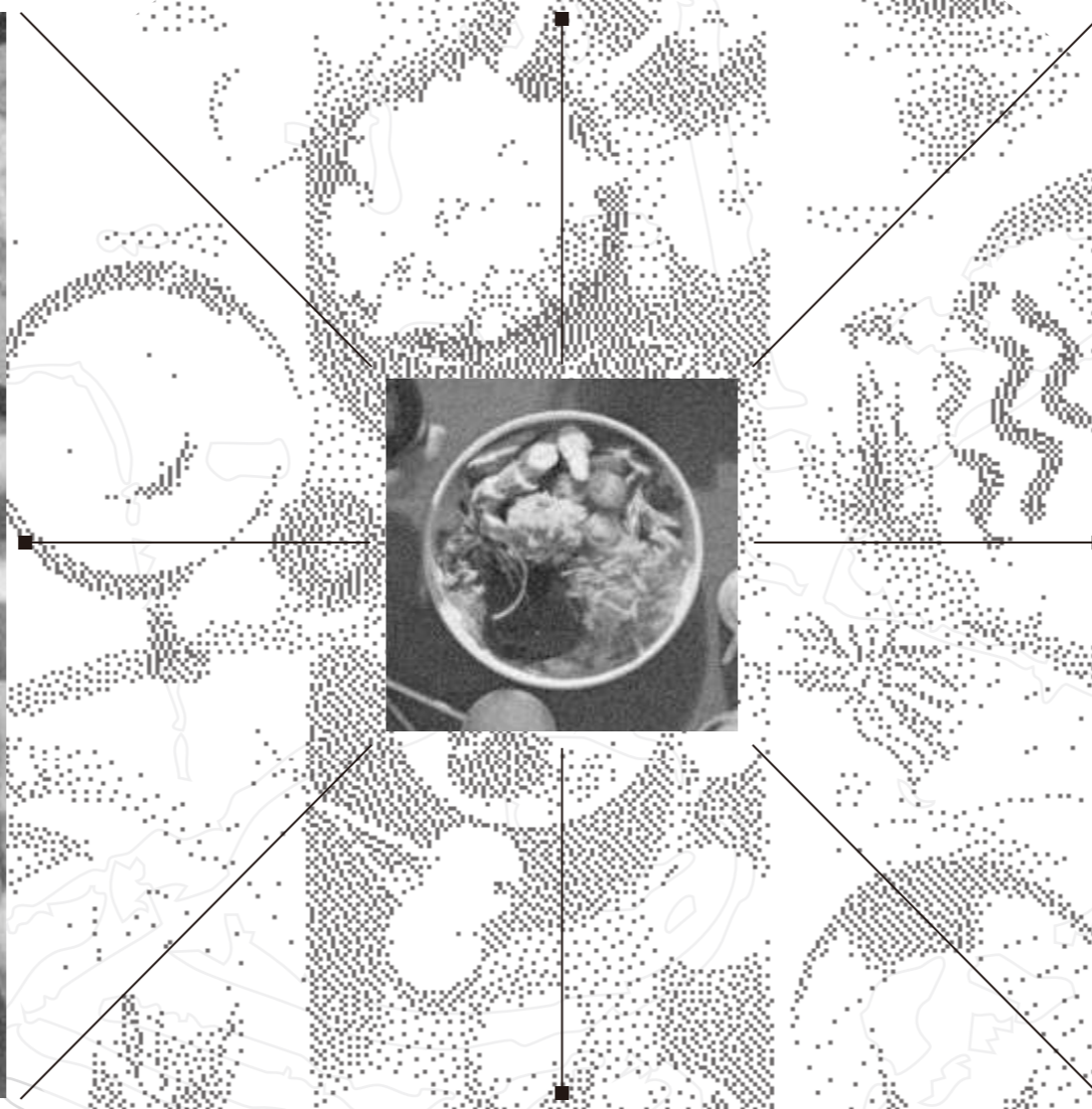


You trusted the arrows.  
They told you where to go.  
Clear direction makes  
consumption easier.



# LOOK ONLY INSIDE THE BOX.

*ignore everything outside*



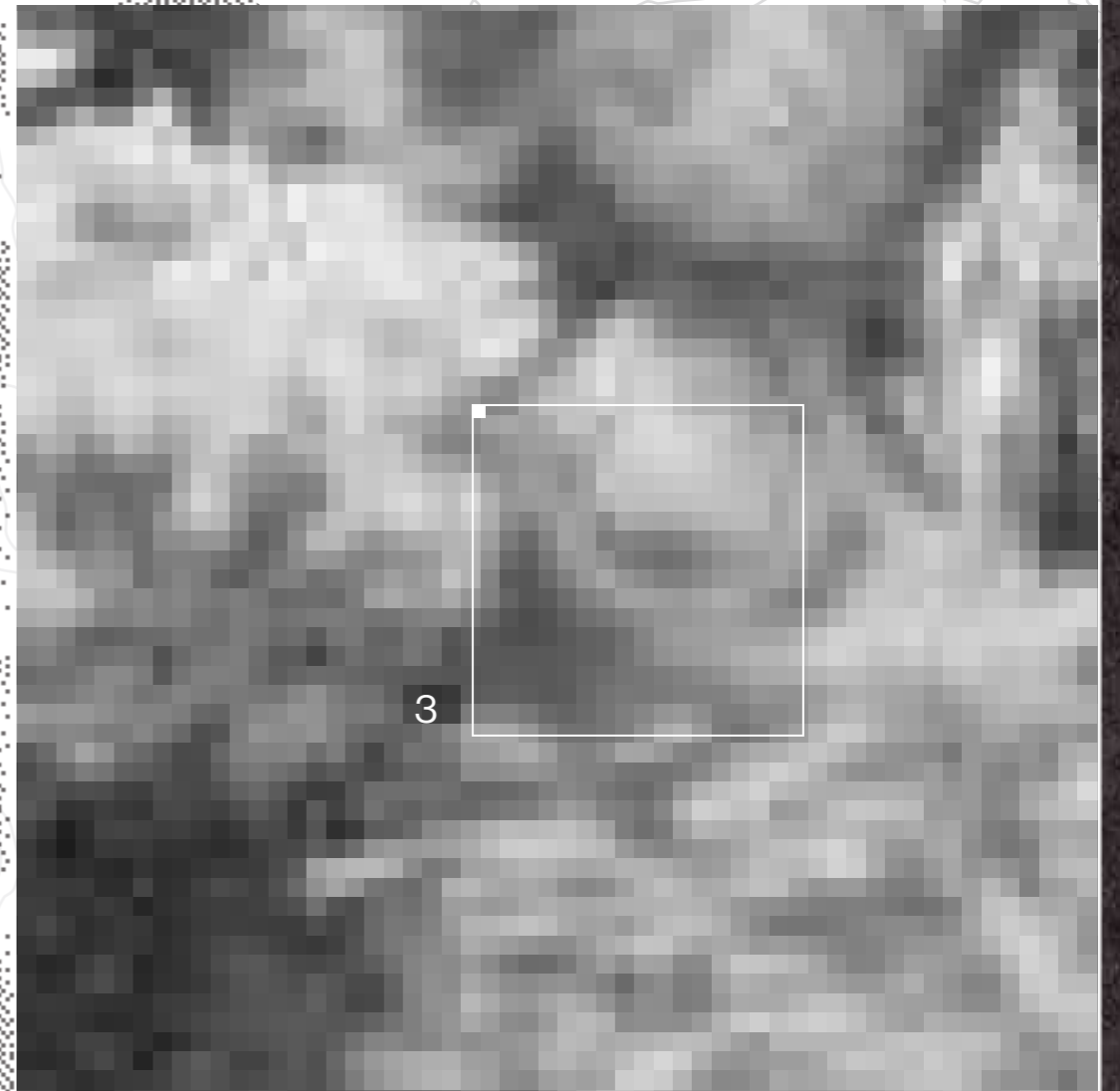
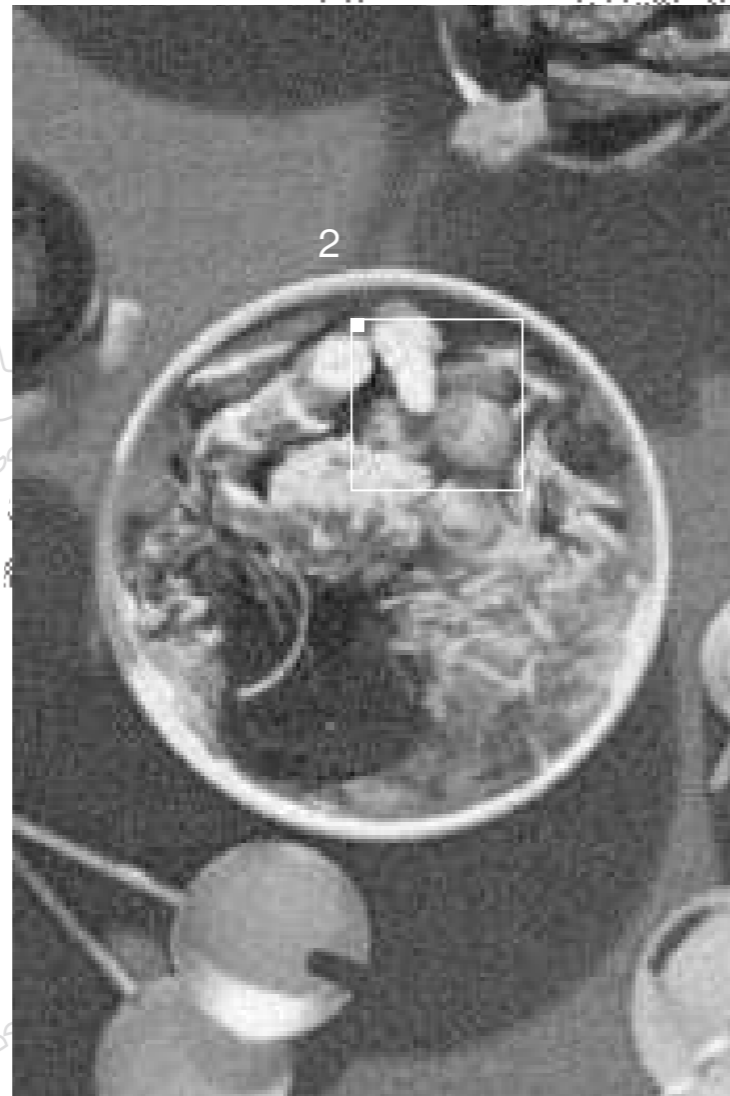
What is inside feels valuable.

What is outside fades.

Limiting attention increases  
importance.

# WAIT YOUR TURN.

*touch 1, then 2, then 3*



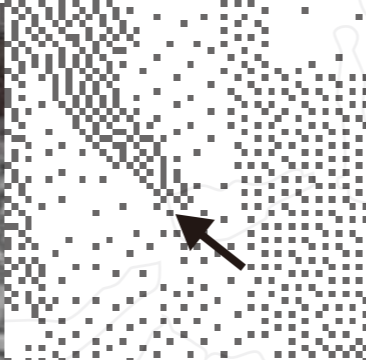
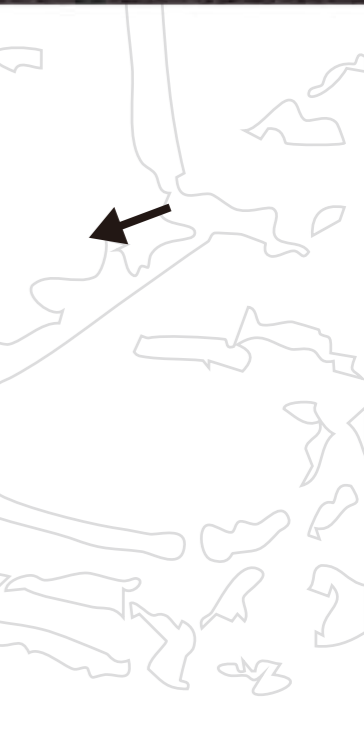
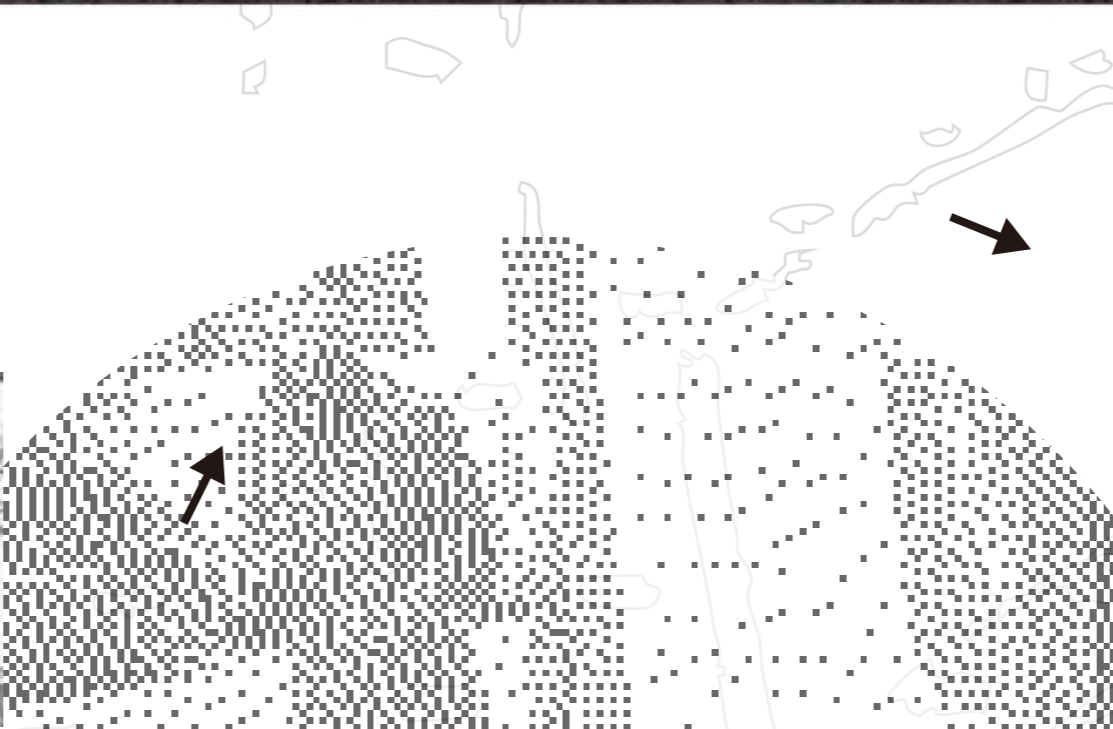
The first element felt stronger.

The last one weaker.

Order quietly produces value.

# BREAK THE RULE.

*ignore the arrows on purpose*

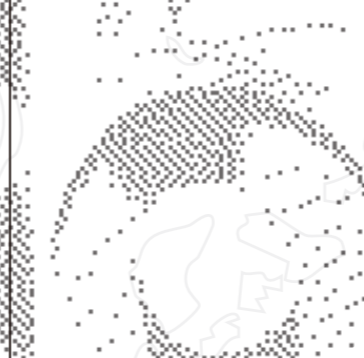
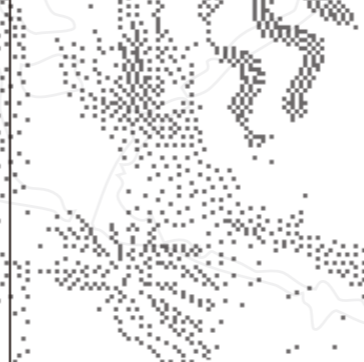
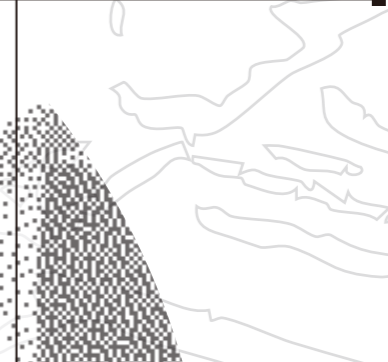
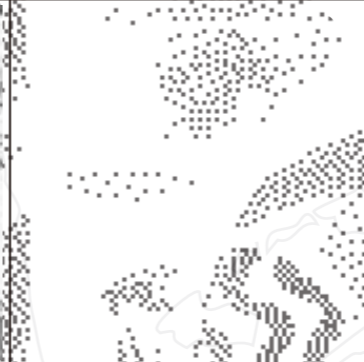


It feels strange not to follow instructions.

We are used to guided looking.

# LOOK WITHOUT INSTRUCTIONS.

*decide where to look yourself*



No arrows. No numbers.

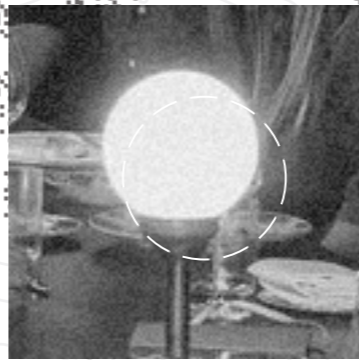
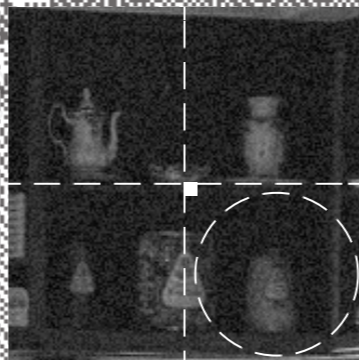
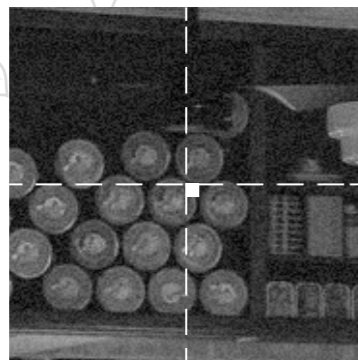
Now attention moves more slowly.

Freedom takes effort.



# WHO CONTROLS YOUR ATTENTION?

*circle the strongest signal*



Some parts demand attention.

They pull your eyes first.

Attention is not freely given. It is drawn.

# SPOT THE DIFFERENCE.

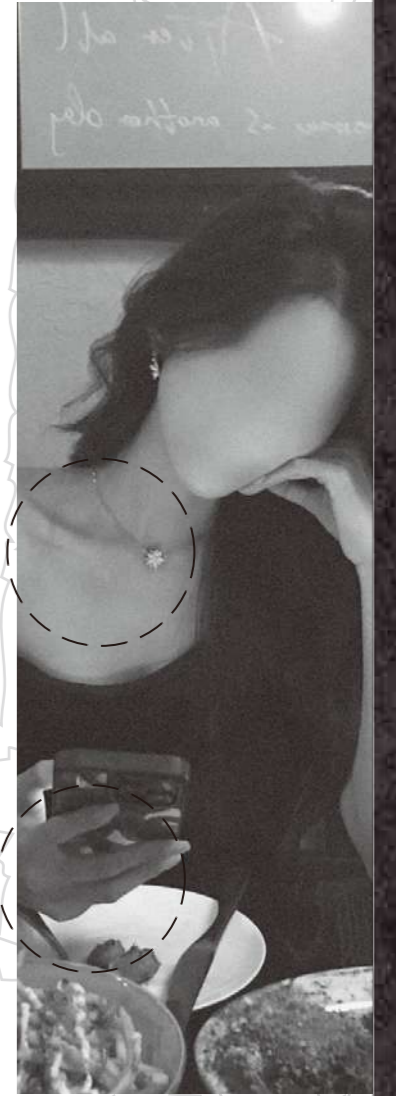
*look closely*



They look different at first.  
But the action repeats.  
Success creates duplication.

# CIRCLE WHAT REPEATS.

*mark every repeated gesture*



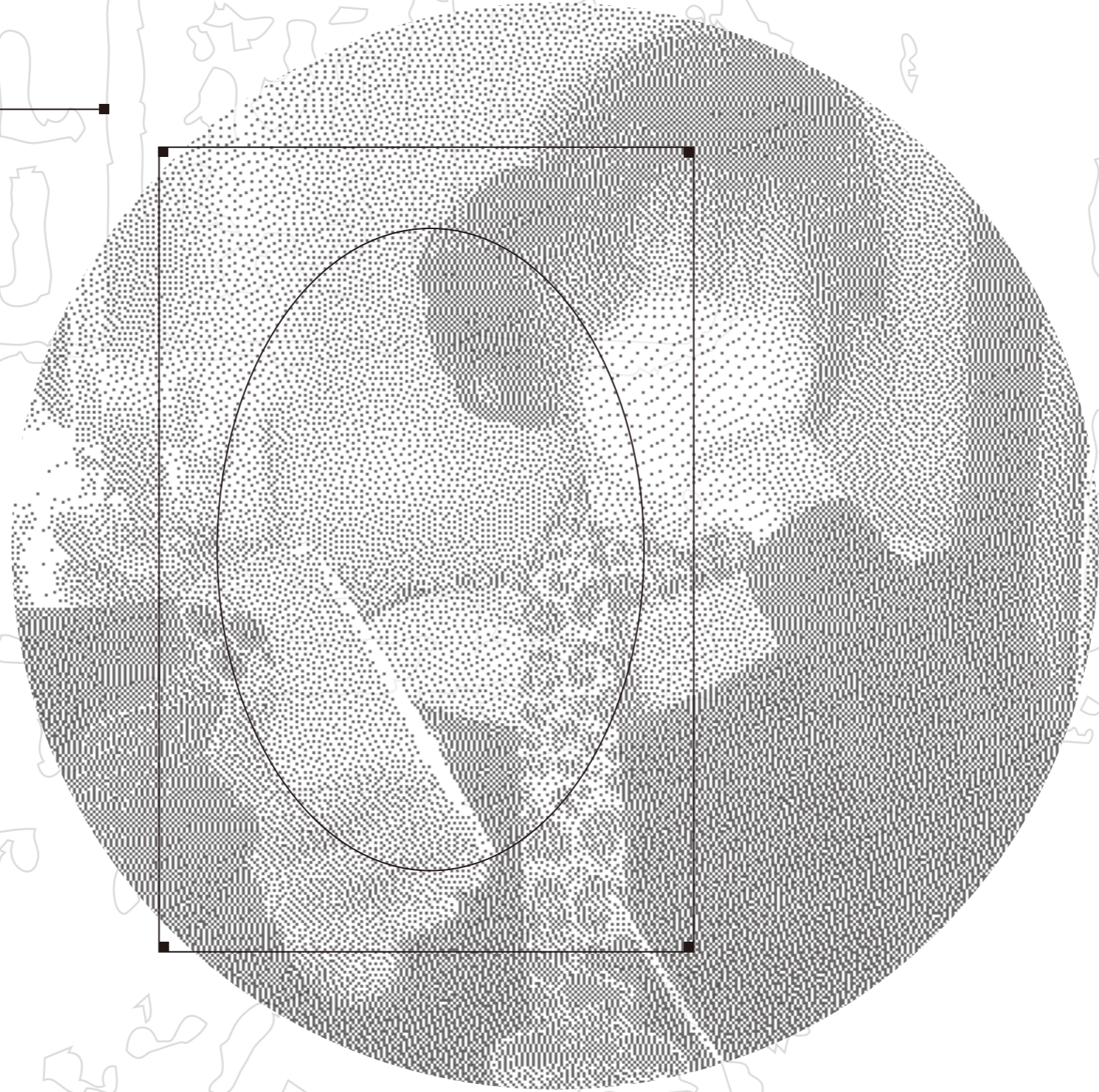
The same pose returns.

The same presentation.

Repetition makes images easier to consume.

# COPY THIS POSE.

*try it yourself*



It's easy to reproduce.

That's why it spreads.

Images designed for copying travel further.

# RATE THIS IMAGE.

give it 1-5 stars



You paused to evaluate it.

That pause has value.

Attention is the currency here.

# WHICH ONE WOULD YOU POST?

*tick one only*

1

2

3



You chose the safest version.

Familiar images feel reliable.

Safe images circulate more easily.

# STACK THEM TOGETHER.

*look at them side by side*



Individually they feel personal.

Together they feel standardised.

Repetition reduces difference.

# HAVE YOU SEEN THIS BEFORE?

*tick yes or no*



YES

NO



YES

NO

It feels new.

But also familiar.

Some images never stop circulating.

# MAKE THEM IDENTICAL.

*cross out what is different*



When difference disappears,  
the format survives.

The structure becomes the product.

# LOOK FOR 5 SECONDS.

*count slowly*



You noticed details.

Slow looking feels heavier.

It feels closer to tasting.

**NOW 3 SECONDS.**

*count faster*



You began scanning.

Some details slipped away.

# 1 SECOND ONLY.

*glance and move on*



You confirmed the presence of food.

But you didn't truly see it.

Recognition replaced attention.

# TURN THE PAGE FAST.

*don't pause*



You moved on automatically.

This is the rhythm of scrolling.

# HOW MUCH DO YOU REMEMBER?

*write a number*



When images pass quickly,  
memory becomes shallow.

# CAN YOU STILL SEE THE FOOD?

*tick yes or no*

YES

NO



It is still visible.

But it feels lighter.

Overexposure reduces impact.

# DON'T STOP.

*flip twice in a row*



You continued without thinking.

Endless images create endless appetite.

# ARE YOU STILL INTERESTED?

*tick yes or no*

YES

NO



Too many similar images  
make everything feel the same.

Overconsumption flattens value.

# CROSS OUT WHAT YOU REMEMBER.

*remove the familiar parts*

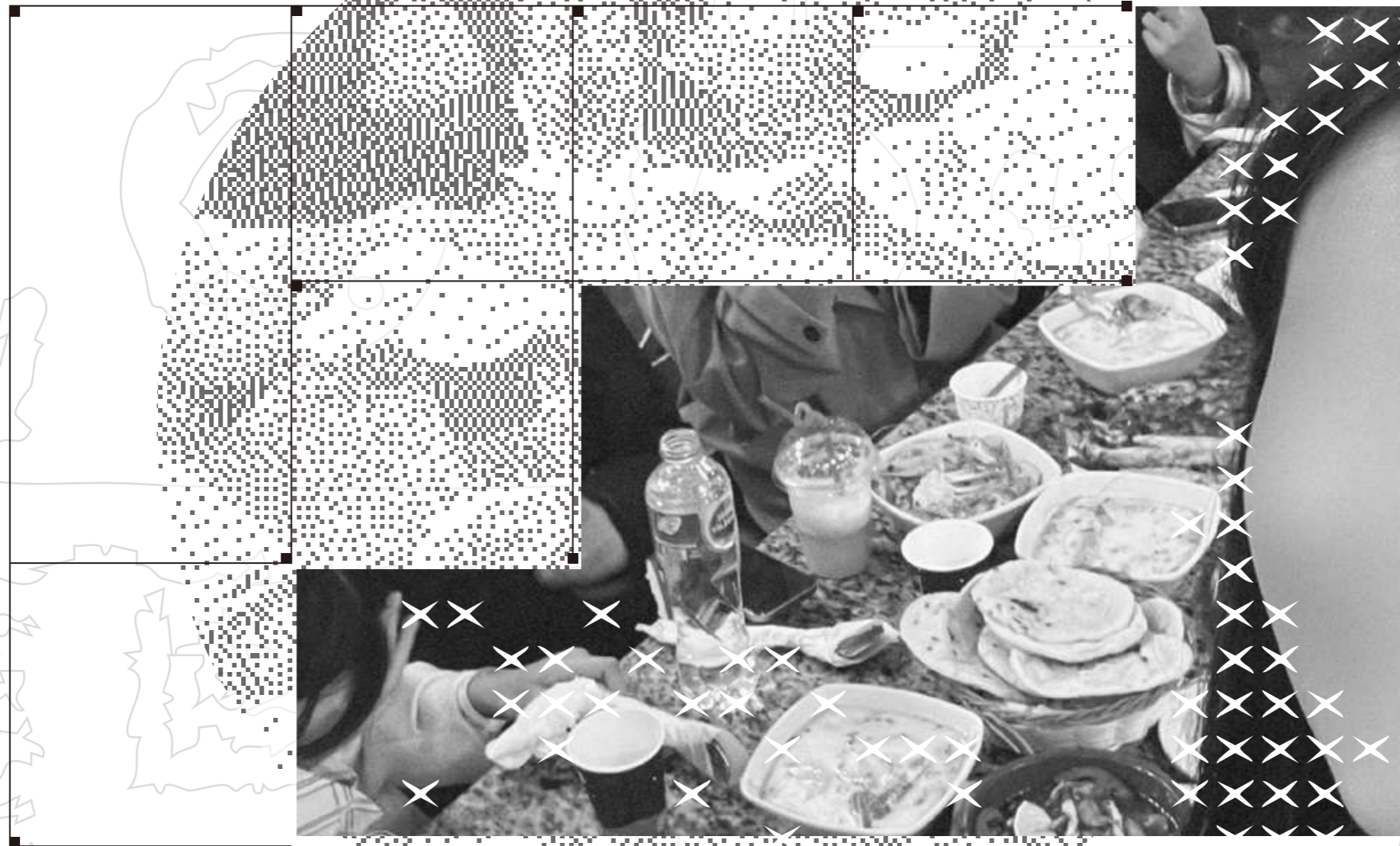


Each mark weakens the image.

Consumption leaves traces.

# REMOVE A CORNER.

*tear along the edge*

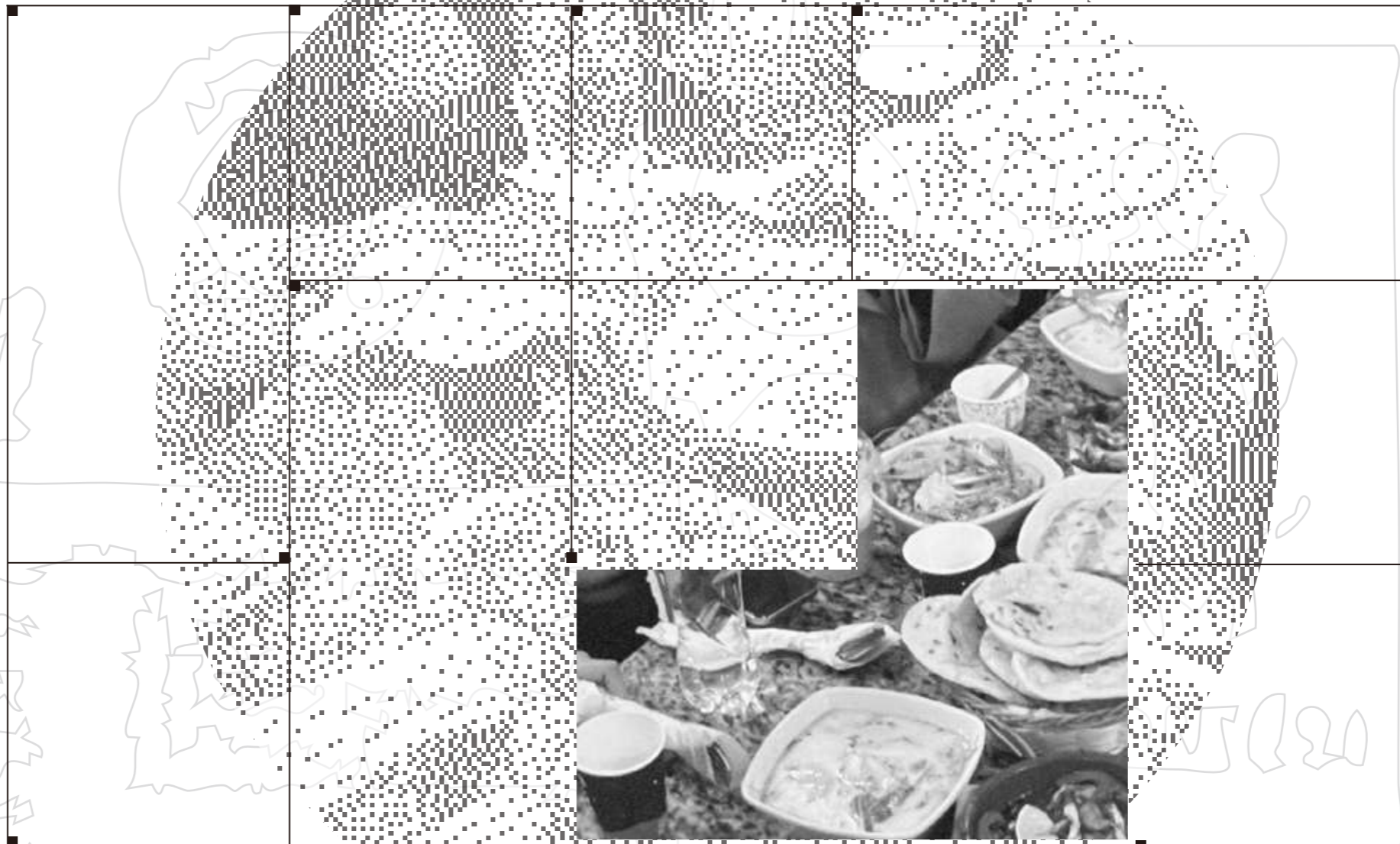


Now it is incomplete.

Fragments are enough for recognition.

# WHAT IS LEFT?

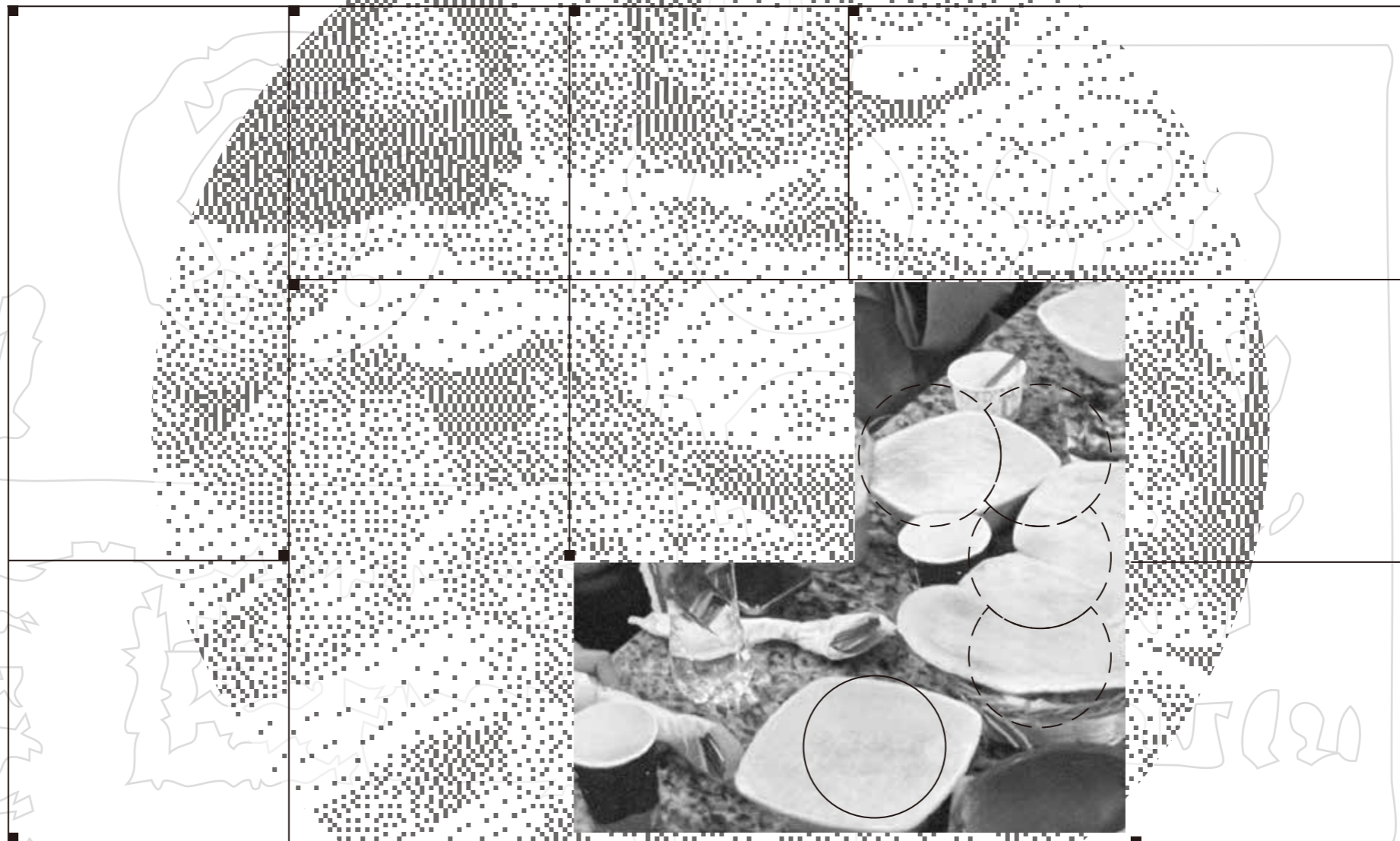
*write one word*



When food becomes image,  
and image becomes content,  
what remains is surface.

# EMPTY THE PLATE.

*cover everything with your hand*



Nothing is visible now.

Like a finished meal,  
the image has been used.

# RATE YOUR SATISFACTION.

*give it 1-5 stars*



Are you satisfied?

Or ready for another one?

Desire rarely ends.

# STILL HUNGRY?

*tick yes or no*

YES

NO



Food fills the body.  
Images fill time.  
Only one nourishes.

# TAKE ANOTHER ONE.

*tear this page*



Consumption changes the object.

Nothing stays untouched.



**ENJOY  
YOUR MEAL.**

*pause before leaving*

You didn't eat anything.

But you looked, chose, rated, crossed, and flipped.

You just consumed images.