

"In the beginning was the unsurpassable human condition of being vulnerable..."

Kawaii's a fitting metaphor of the insurmountable human condition of vulnerability, a sublimation of a deep emotional status through an object affirming my state of need, refuge and protection.

VULNERABILITY
ADORABILITY
CONSUMERISM
TRAUMA
SOCIAL RITUALS
CONTROVERSIAL
IRONY
AMBIGUITY
ANIME OBSESSION
WEAPON FETICISM
ANTROPOMORPHISM
HYPER
SEXUALIZATION
POLITICAL
DISORIENTATION
AESTHETICS in
ARMED FORCES
WARLIKE
PROPAGANDA AND
CHOREOGRAPHIES
UNCONVENTIONAL
RECRUITING
SEMIOTIC COLLAPSE

ADORABILITY FUNDAMENTALISM

Sanrio core > heal me softly > internet for the soul. 可愛 = 愛

A brief History of Kawaii

TRIGGER ALERT 1

OHG! It's 2000 classic
The Club Footed

KAWAIEASMS

An Infinite Collection of Cute Vulnerability's Trophies
Heaven

TRIGGER ALERT 2

Business Hours of Kawaii Satisfying Unboxing Completion

Page before us

ASPIRING WHOLESOME

Coping with mental health

TRIGGER ALERT 3

Traumacore

TRIGGER ALERT 4

TRIGGER ALERT 5

The Traumacore aesthetic, like any other, is not just a visual style, but a complex of ideas and emotions. It's a way of seeing the world, a way of feeling, a way of being. It's a way of saying, "I am here, I am vulnerable, I am in need of protection."

BEEMAS

There is a certain beauty in the way that we see the world, a way of feeling, a way of being. It's a way of saying, "I am here, I am vulnerable, I am in need of protection."

The Baker Miller Pink

FULL TIME LOLITA

TRIGGER ALERT 6

LOLICON
TRIGGER ALERT 7

ANIME OF ADOU

Kawaii Gamer Setup Tour

TRIGGER ALERT 8

NSFW Kawaii

Cuteness is distinct from beauty
embracing moles, over scarification,
soft over reflex, clump over crotch.

Beauty attracts attention and demands a peek, but
cuteness attracts affection and demands a hug.

Beauty is rare and brief, despoiled by a single pinprick.
Cuteness is commonplace and generous, content
on occasion to congregate with homophobia?

CUTE AGGRESSIVE

TRIGGER ALERT 9

ANIME REALM
TRIGGER ALERT 10

All of a sudden what at first appeared sweet and mild went incredibly corrosive what appeared rude and corrosive went incredibly sweet and mild

Kawaii Eyes

KALASHNIKITTY
Kawaii, can't help but branding

ANIME REALM

WAIFU

"Waifu" is used to refer to a fictional girl or woman (usually in Anime, Manga or video-games) that you have sexual attraction to, and you would even marry.

THE AHEGAO REALM OF BELLE DELPHINE

A Phenomenological Hypersubject
The fairy land of Neverending Controversy and Commodity Fetishism

A key-figure that summarizes this ambiguous process of kawaii-fication of life in all its facets is Belle Delphine, one of the most controversial internet celebrities who can boast the title of *the Greatest Troll On the Internet*, since each of her posts hits online salons

EDGELORDING MEMES

TRIGGER ALERT 11

Kawartillery > kawaii weapons

Choose your ally
Choose wisely

Around 2009 a boutique brand called Kalashnikitty emerged out among pro-gun online communities, the brand is popular in customizing apparel with (un)anchored Hello Kitty holding an AK-47

DAKIMAKURA N GUNS

Embracing fantasies
on Incel story

ARMED HENTAI

TRIGGER ALERT 12

ARMED NEKO

TRIGGER ALERT 13

GUNS FETISHISM

Imagine something we would usually buy by its appealing feature, transformed into a fetish commodification of violence

What if we add a smidgen of ideological crisis and warlike propaganda to the magic spell?

DIGITAL MILITARISM

The military is using it in new ways to meet the needs of the digital moment.

US ARMY

Military TikTok #MILTOK > 6.1 B views

War is simultaneously heroized and aestheticized while dissociated from resultant violence

Japanese Self-Defense Force

K-pop stars facing military conscriptions

FACTS

The current state of the world is a shift within the realm of perception and global justice on the horizon stands out the rise of a new alien planet, whose physical laws alternate between human rights violations and TikTok infatuation, unboxing and unboxing, speedrun and military games, war and ahegao.

K-Military

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Right army influences undermine the reality and history of the US military while changing our conception of what it means to be a soldier?

Possibly we cannot resolve violence immune to aesthetic and political implications: what moral effects, visual impact, and social consequences can we foresee? (Breast) or evade while facing an underhand pervasive militarization of public, accessible and worldwide virtual digital platforms?

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