



FAITH
+ STAYING
WITH THE
DIRT



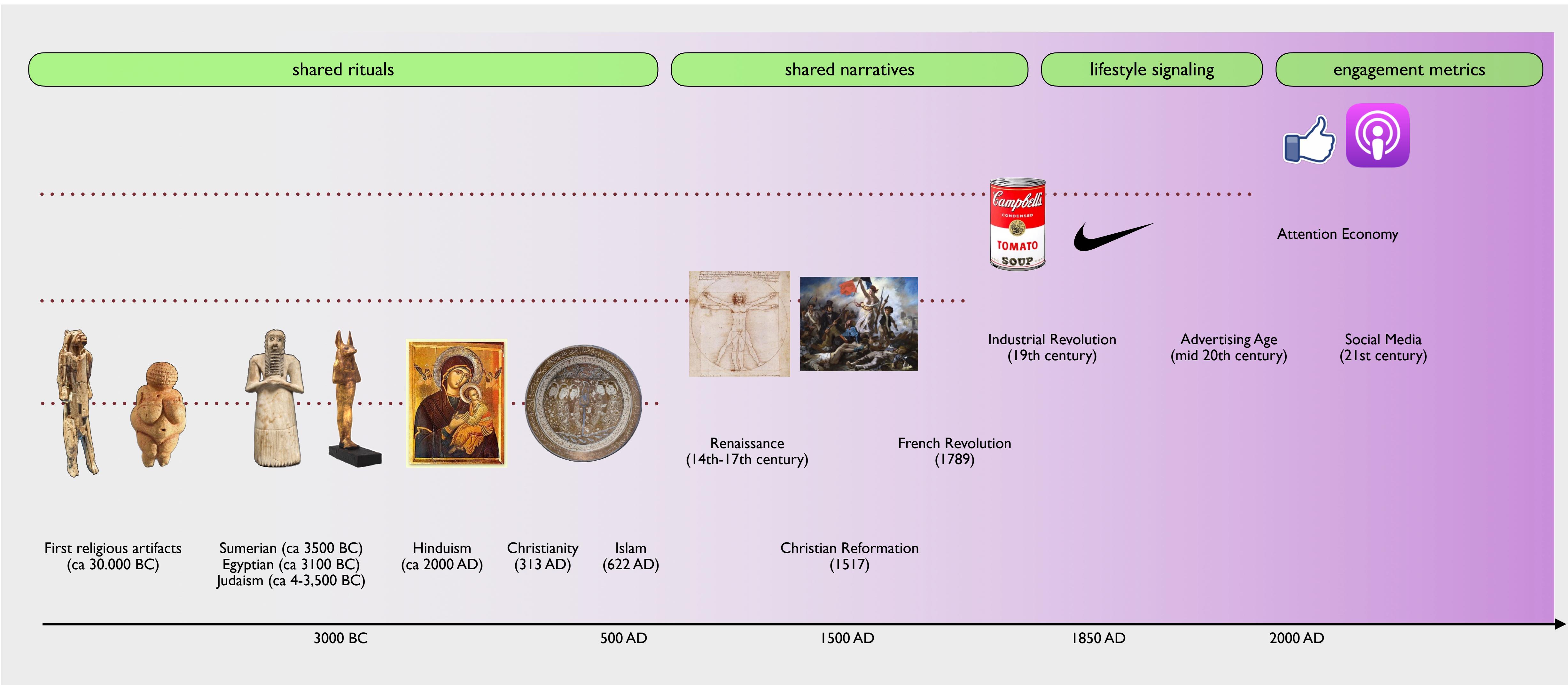
WHERE FAITH IS LOCATED

“There is no such thing as not worshipping. Everybody worships. The only choice we get is what to worship.”

— David Foster Wallace,
This Is Water

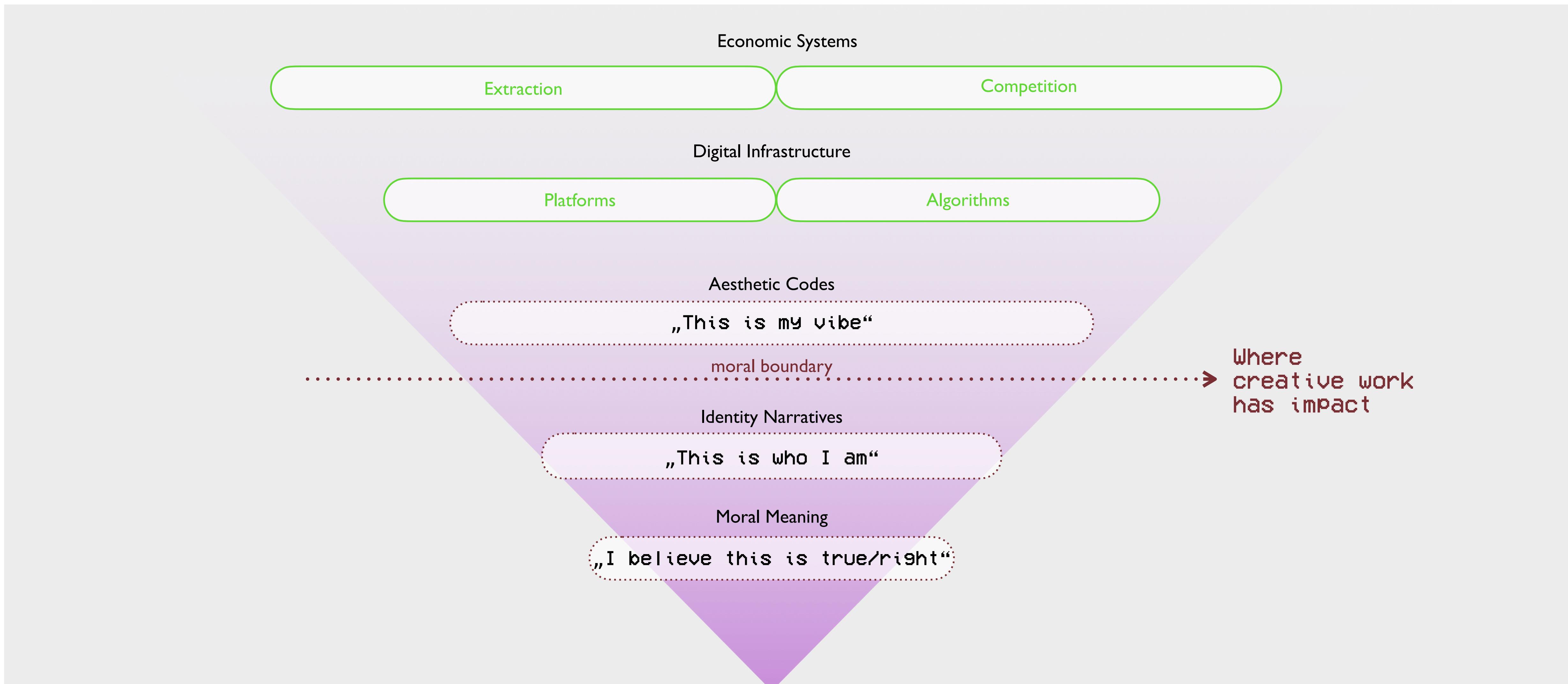
Belief Migration*

As shared belief systems erode, meaning migrates into markets, identities, and algorithmic authority.



Belief Synthesis*

Belief does not emerge in isolation.
It evolves from the systems, narratives, and environments we build.



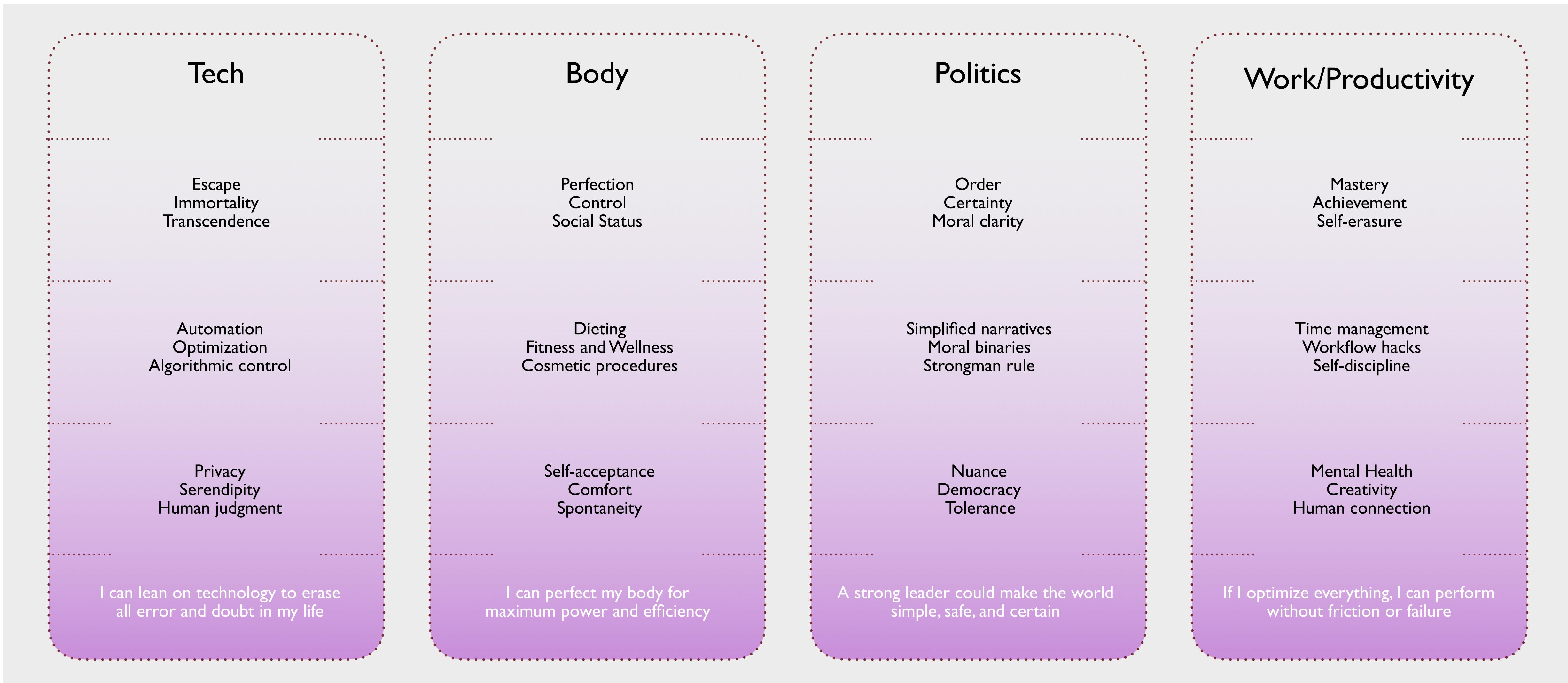


CLEAN IDEAS *

Purity is a narrative tool that is often used to create simplification, order and transmit ideas of a future — but this comes at a cost

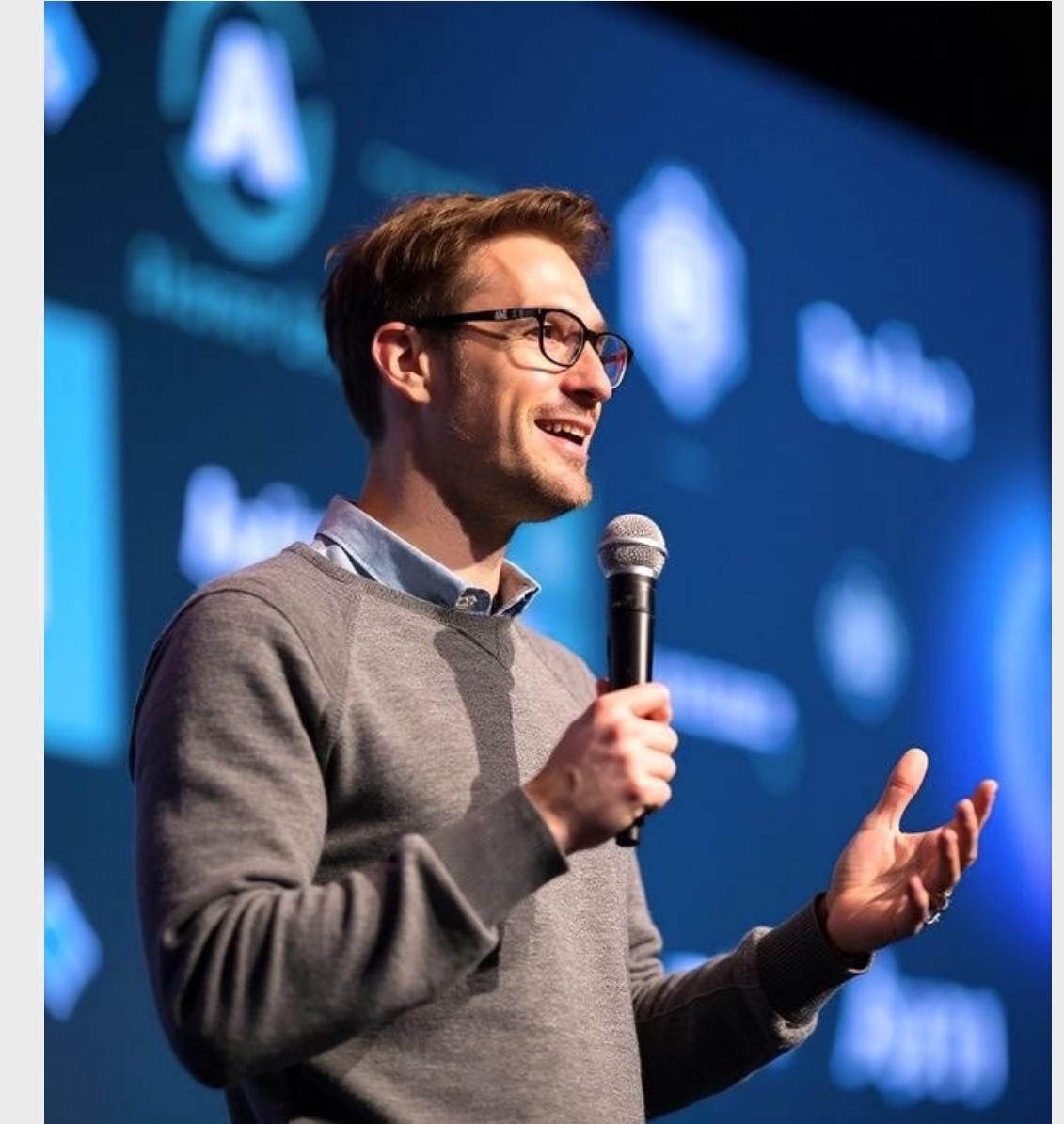
Purity as Transcendence*

Across different domains purity is framed as a path to transcendence, promising escape from the human condition.



Purity as a Narrative Tool*

Throughout history, purity repeatedly appears to manage complexity by enforcing subordination



Purity as salvation from the body

The body is treated as an obstacle to moral clarity. Virtue is achieved through regulation, suppression, and transcendence.

Purity as moral order

Breaking with Catholic excess, virtue becomes discipline and self-regulation. Morality to justify expansion, hierarchy, and exclusion.

Purity as control

Women's bodies and labor are disciplined while being stripped of agency to uphold a system of virtue and order.

Purity as system design

Frictionless experiences promise salvation. Efficiency and optimization spill into lifestyles and body-images.

MINING FOR MEANING

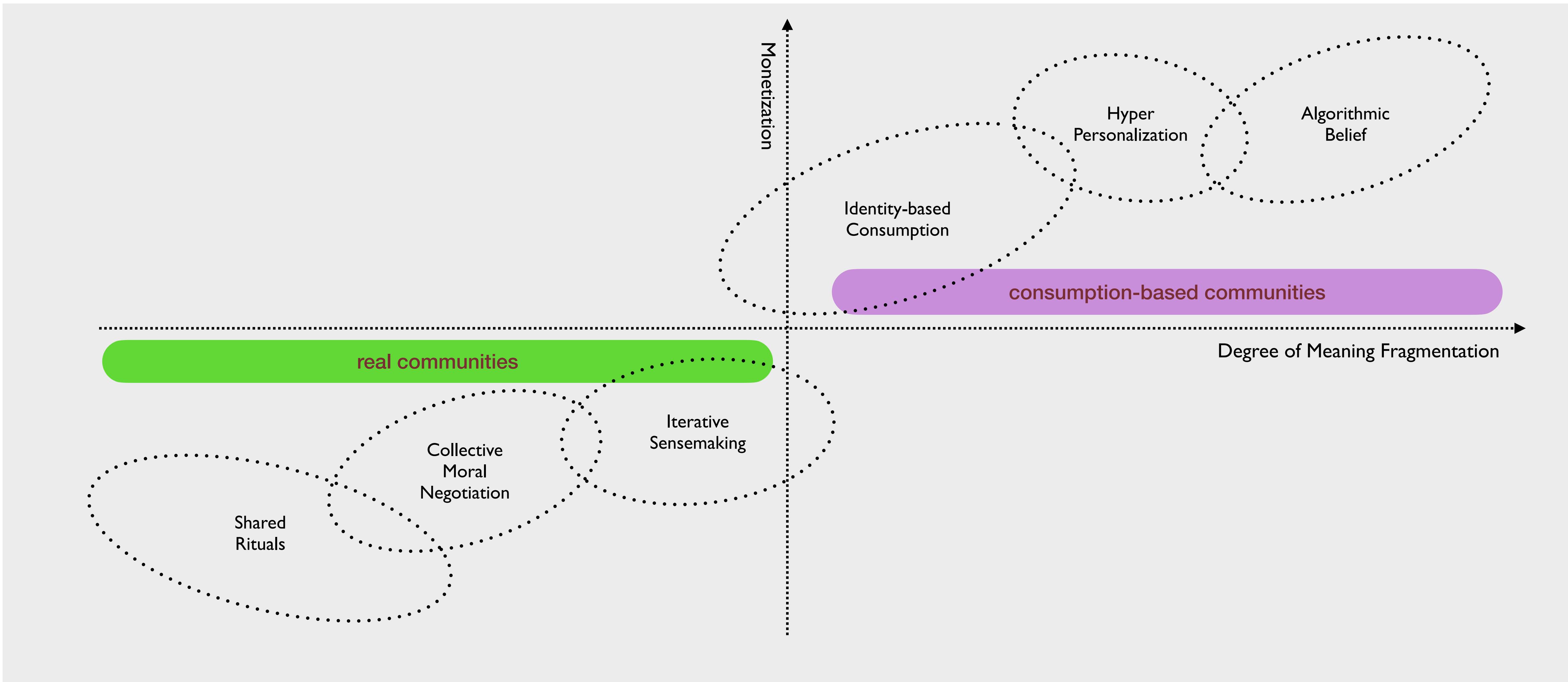
Products, services, and markets embed narratives that shape how we think and act.

In a secular context of competing belief systems, this often results in fragmentation.



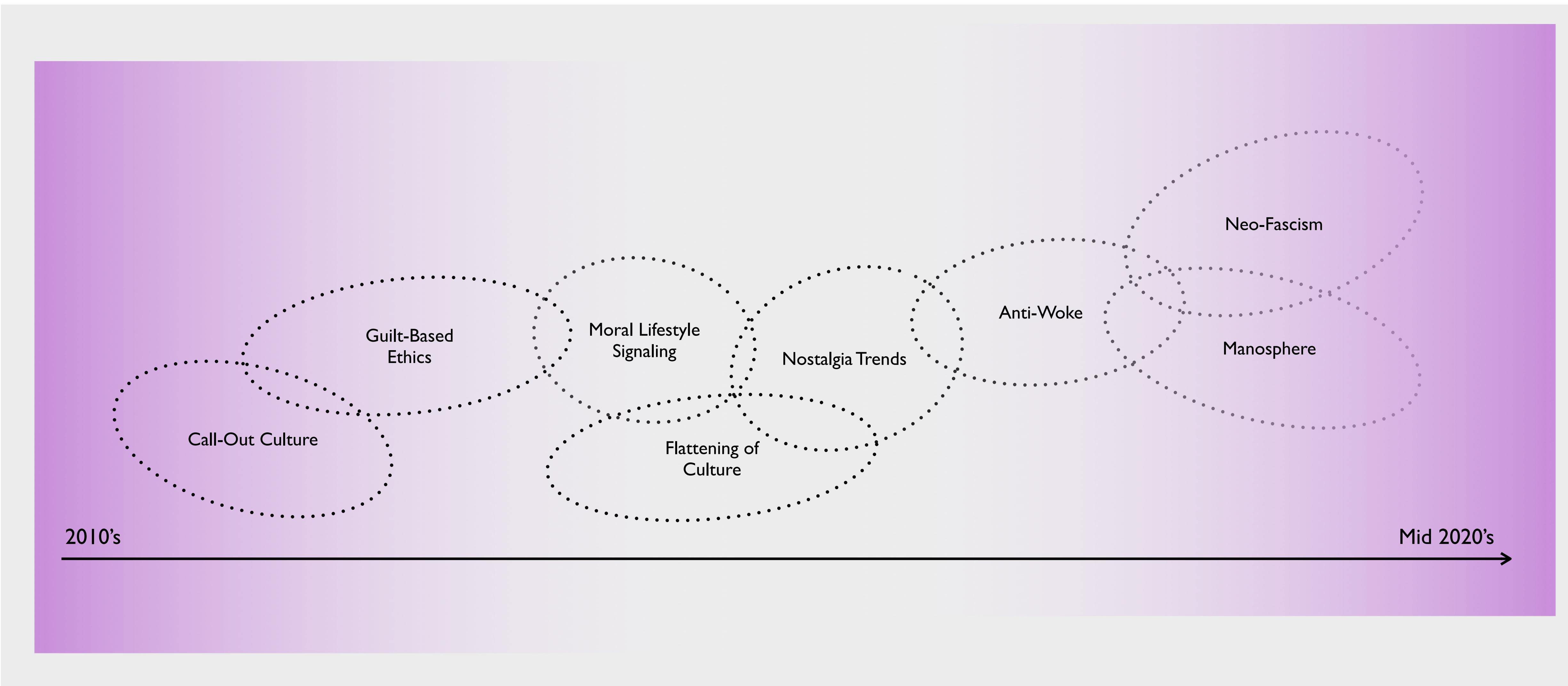
Fragmentation vs Meaning*

As shared moral frameworks erode, cultural fragmentation enables diversified, high-performing products.



Shame to Shamelessness*

Moral systems that rely on creating subordination rather than mediating friction tend to produce their own opposites



STAYING WITH THE DIRT*

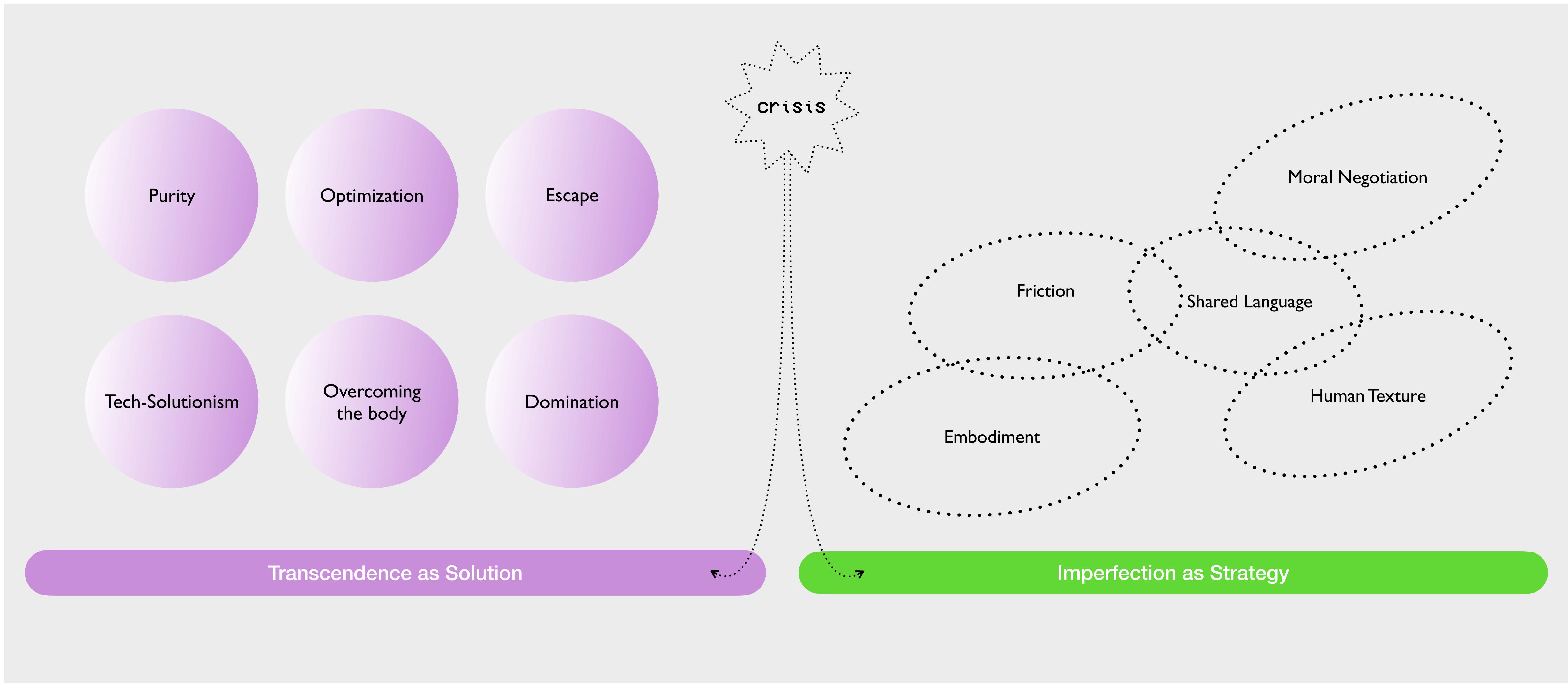
“Staying with the trouble does not require such a relationship to times called the future. In fact, staying with the trouble requires learning to be truly present, not as a vanishing pivot between awful or edenic pasts and apocalyptic or salvific futures, but as mortal critters entwined in myriad unfinished configurations of places, times, matters, meanings.”

— Donna Haraway



Staying With the Dirt*

Staying with the Dirt is not nostalgia. It is the condition for building a future that feels more human.



STAYING WITH THE DIRT*

What does this mean for creative work?

1_
deep
thought

2_
attitude
over
aesthetics

3_
embodies
practices

4_
dirty
creation



1_ deep thought



To not just track but shape
cultural currents,
we need more than data and
micro-trends.
We need space to understand
culture at its roots
not just reproduce its symptoms.

_macro instead of
micro-trends
_cultural analysis
_meaning over metrics

2_ attitude over aesthetics



We live in a landscape of endlessly changing aesthetics. Style is safe to adopt but to take on attitude requires courage. It's personal, embodied, and harder to fake.

_values forward
_risk tolerance
_pov over Polish



3_ embodies practices



As digital environments become more optimized and detached, culture grows where people gather and people are present with one another.

**_rituals and physical touchPoints
_analog-first moments
_irl communities**



4_

wild creation



The most resonant cultural moments come from awkwardness, experimentation, and excess.

Dirty creation lives off imperfections, rough edges, and unfiltered expression. It leaves room for failure, humor, and human texture.

_lo-fi content
_process over perfection
_human error

What this looks like



1_Lo-Fi

↳ _tech fatigue

unoptimized > efficiency



2_Regional

↳ _local pride

situated > global



3_Awkward

↳ _cringe reclaim

vulnerable > performance



4_Messy

↳ _anti aesthetic

process > perfection



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