



Mieke Gerritzen // **Help Your Self** The Rise of Self-Design

Who are you, who do you want to be, and what do you need to do to get there? We are constantly pushed to lead the perfect life. The media present us with a picture of an existence in which we're rich, beautiful, happy and successful. Our identities used to be shaped by our communities, families, and friends, but today, in the online era, we're expected to write our own success stories on social media platforms.

We design our own identity, create our own image and present ourselves in the way we want to be seen. The various imaginative methods and ideas for upgrading oneself—by dieting to achieve the perfect body, transforming your talents into a successful business, or finding bliss by meeting a new love—are seen as new forms of creativity, or Self-Design.

Help Your Self is an inspiration book to design your perfect self and shows you how to get started. At the same time, it reflects on the self-help industry as a relatively new phenomenon.

Mieke Gerritzen is a designer, producer and director. Until 2017 she was the director of MOTI, Museum of the Image, in Breda (NL). In 2017 she founded the Image Society to initiate and organize discussions, exhibitions and events with designers, writers and artists, on visual culture, design and digital culture.

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