



Personal aesthetics - back to perfect.

In the future beauty will be a few numbers. the numbers will be unique, and available after a series of tests and evaluations. Similar to DNA, our neural makeup will be available as a quantifiable code, our individual taste, opinion and world view will be extractable and have the potential to be used as an equation for all our aesthetic choices in the future.

Of course this does not come without certain rules and decisions. A choice has to be made about when to take this reading, when to opt into this world of familiarity, and clarity. After the procedure, life will never be the same, new environments are needed to house specific schools of thought, updated policies for longer lasting ideologies, and industries for cultures which have a new perspective on re-invention.

Some choose to take the test early in life, but law prevents anyone discovering their number until the age of twenty, which was deemed a great enough time to form a world view, and a reasonable sense of perceptual maturity. Amongst other things, this causes an increase in the youth wanting to get a head start on life experiences, teenage mothers increase, not due to a lack of sexual education, but because of a feeling that becoming a parent is a valuable emotional experience worth integrating into the aesthetic equation.

Many opt to wait until a worthy event occurs in their lives, the variety of package holidays to stranger combinations of vacations emerge, aiming to tap into the market for desirable experiences, hot air balloons take over as the most popular mode of air travel, and people often spend a night in simulated slum, next door to the police station in a third world city.

After the test, you are presented with the numbers, and a set of instructions of how to use them. These numbers represent your entire set of tastes, from the secret love song which makes you feel invincible and vulnerable at the same time, or the exact angle of shape that calms you when printed on wallpaper - and you will need some guidance. First of all, you need to see which geographic category you fall into, this helps with re-homing, and after feeding your numbers into an equation, you are delivered a coordinate of where to live. After re-homing, you are issued a portable device, which holds all possible equations for you to use in your new life, helping you in the supermarket, restaurant, and the bedroom.

Only one problem occurred in the early stages of this new way of life. It became clear that a certain level of frustration was emerging. For Mr X who's life was full of right angles, shades of white and collections of glassware, or Mrs Z who was surrounded by velvet, inflatable furniture and graffiti, a strange dissatisfaction was observed, that hadn't been factored into the original plan. Finally after months of meetings, design proposals and trials, the answer was found. The essence of boredom was distilled into a drink and once consumed, allowed everyone the enjoyment of being utterly sick of their choices, safe in the knowledge that by the morning everything would be back to perfect.

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