CHOOSE
DEATH

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Existentialism discovered the possibility to kill oneself as mankind's ultimate freedom—accessible even under the most devastating circumstances. Today, medical progress has turned dying into a long-lasting procedure, and in the future it might be never-ending. Death isn't natural any more. Waiting until all medical treatments finally fail is hardly affordable and little fun. To kill oneself is no longer just an option—one that's still illegal in many countries—but an essential element of a decent lifestyle. To choose death is a modern necessity. It's only a matter of when and how.

Choose Death originated as a faction of the Great Pyramid, evolving from a slogan coined by Ai Wei Wei's architectural office FAKE Design.

The Choices is an ongoing series conceived by Zak Kyes and Ingo Niermann. www.thechoices.net
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