



The evil and malevolent aspect of human personality or society, often referred to in a lighthearted or comic context.

The shadow described as the darkside of the personality or representing the original conception of evil in the world.

Can't see in ourselves

Guilt

Envy

Rage

Creed

Anger

Desire

Doubt

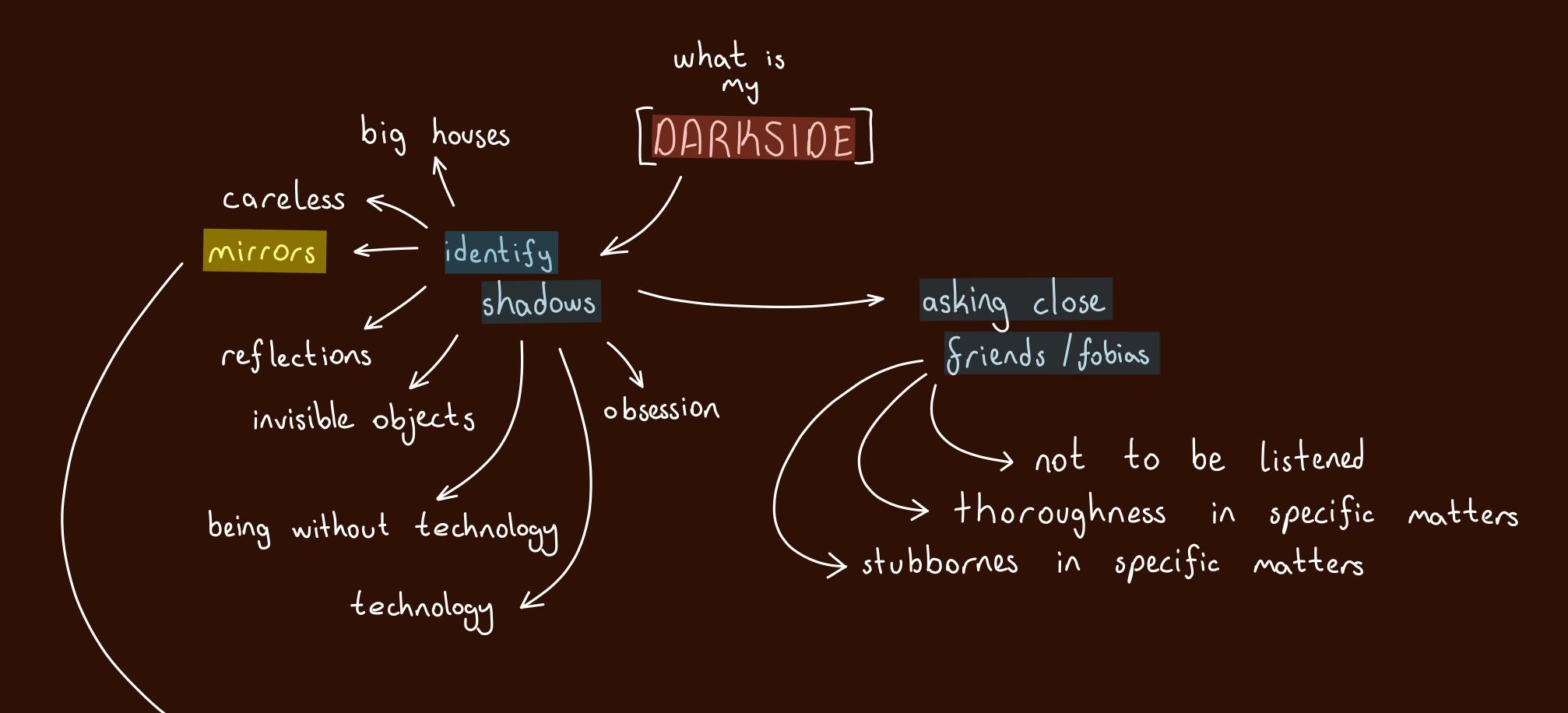
Anxiety

Boredom

Selfishness

Embarrassment Striving for power





myDARKSIDE

fear of mirror

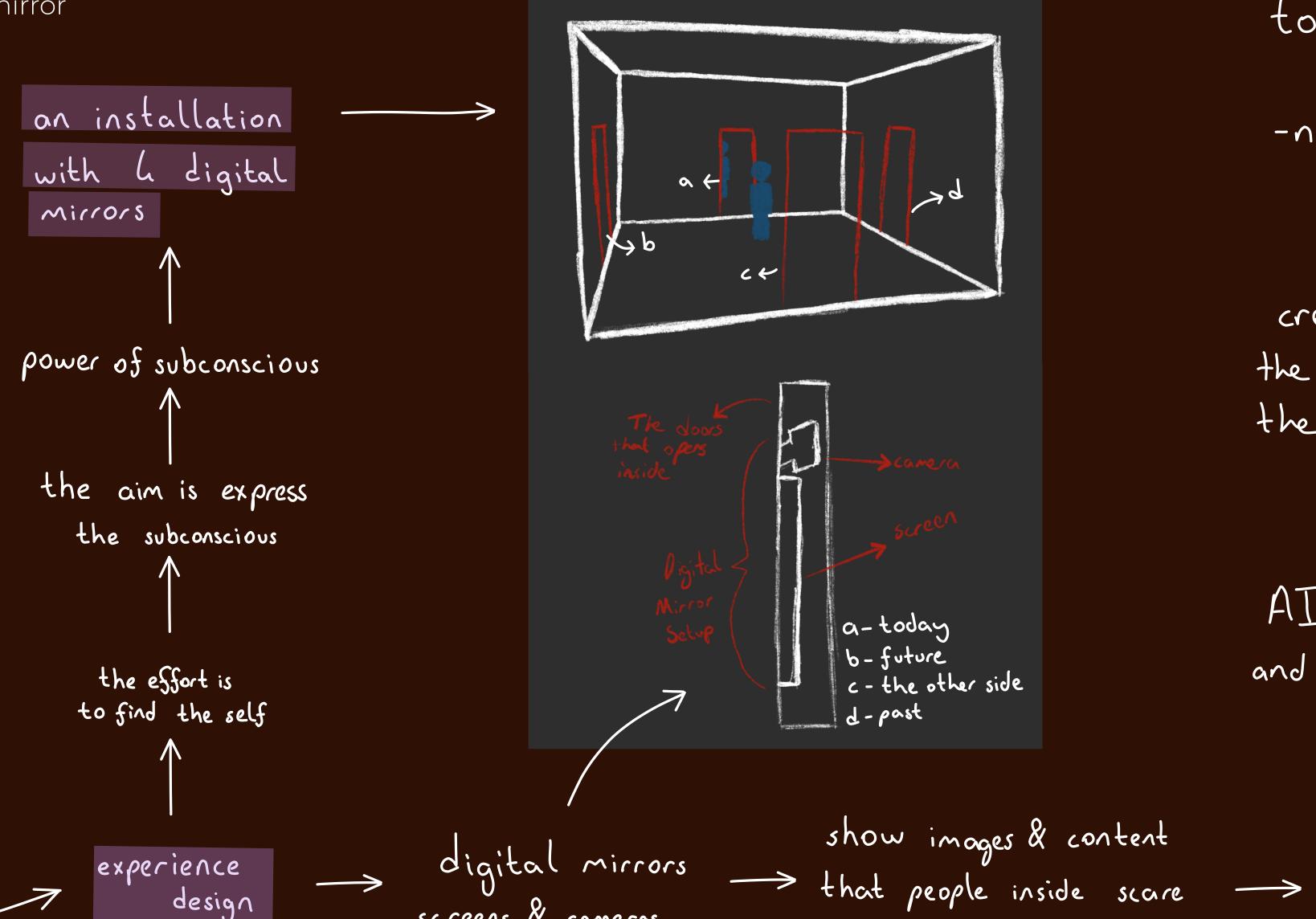
"fear of mirrors"

→ transition
→ our imagination
→ beauty anxiety
→ parallel universes
→ subconscious barrier
→ devils & evil spirits
→ fear of seing something
→ border between the otherside
→ reflection of ourselves
→ information about past & future

myDARKSIDE

design

fear of mirror



screens & cameras

today mirror doesn't show anything -no lie - just reality-

create content or edit the original image from the information collected

AI investigate the person and find darksides/traumas etc.

about with AR technology

people give information when they are making an appointment

