

MewMewismme: IIOTIE



A Guidebook Towards Authenticity-in-the-moment

Guidebook | Deluxe Version | 2019



mewmewismm.me © mewmew and friends

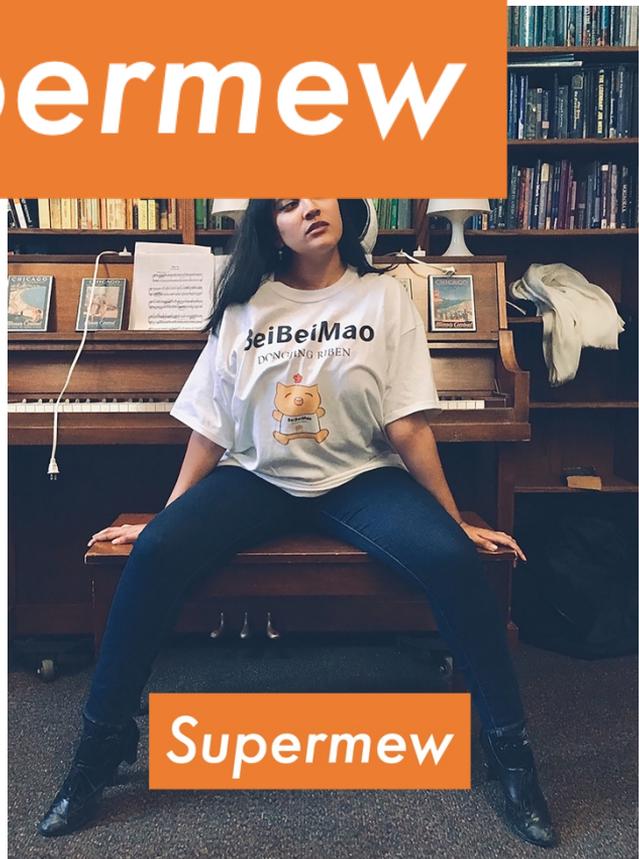
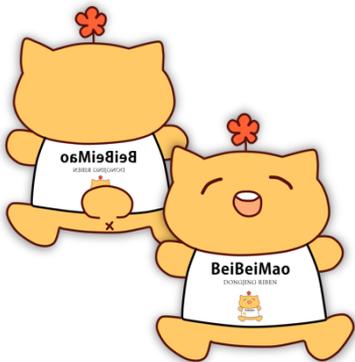
Advertisement



by BeiBeiMao
Dongjing,
Riben

Supermew

MewMew
With Front
and Back®.



Supermew

What is MewMewismme

(triple m's plus an e; pronunciation: mew·mew·is·me | \ 'myü-myü-iz-, mī\)

1. MewMew is Your Friend: IOTIE

MewMew (plural: MewMew; they/them/theirs) is your Friend. You are MewMew's Friend. MewMew loves you, and you love MewMew. IIO (It's Okay), MewMew wants you to TIE (Take It Easy), relax, eat wholegrain Bread, exercise, and sleep well.



On the left, you see a pictorial representation of MewMew.

MewMew says It's Okay if you don't like MewMew.

MewMew is; MewMew exist, MewMew always here and there.

Look around, there is a bouncy, chubby, happy creature. It's MewMew. MewMew is made of marmalade-filled marshmallow in the shape of an orange kitten, with a flower parasitizing its mochi-cake brain and growing out of its head. MewMew resize and replicate themselves. The omnipresent MewMew always float in the air and keep bouncing around, enjoying every moment of their existence.

MewMewismme: IOTIE | Deluxe Version

Every MewMew Takes It Easy.

You too can be like MewMew.

You have the **Idea** of MewMew in mind right now when you realize you are reading this mewtiful guidebook **in the moment**.

This is **MewMewismme**.

Some Friends say that MewMewismme is a philosophy of life, while some Friends say it provides a positive, living-in-the-moment attitude towards mindfulness and benefits interpersonal relationships in the post-modern era. Some Friends say it's just a mediocre conceptual art, and some Friends say it's a legitimate project for Emancipation through art. Some other Friends say it's for the **Emewcipation through A.R.T**, the **Alternative Revelatory Treatise** of MewMewismme.

MewMew says It's Okay for Friends to have different views of MewMewismme. Each of us is working towards an ultimate **Emewcipatory Project** with the Idea of MewMew in mind. Remember IOTIE—

— It's Okay, Take It Easy —



2. MewMew Brings The Emewcipation

Do you believe that having someone in your social media network will let you keep the friendship forever? MewMew says it's a bad faith in this age of social media, because then you forget about the actual contacts in real life. Recall: what are the names of your neighbors?

Do you think that life is about time-saving and money-making in this age of efficiency-first? MewMew says it's a bad faith, because as you quicken your pace in daily life, you will easily ignore the beautiful moments. Think: what are those trees outside of your window?

Do you trust meritocracy and discriminate against those who appear to achieve less than us? MewMew says it's a bad faith, because we cannot say others' low accomplishment is merely due to the lack of efficiency and of hard work. Consider: what are the reasons behind your recent setbacks?

Even just for a subtle moment, let's think of a way to take a leap out of this false consciousness.

Remember I!OTIE—

— It's Okay, Take It Easy —



Here comes

MewMewismmme!

(triple m's plus an e; pronunciation: mew·mew·is·me | \ 'myü-myü-iz-,mī\)

MewMewismmme is the purfect **Emewcipation** **Project** to help you **Take It Easy** to live in the moment and become Friends with MewMew. By believing in the existence of MewMew, you become a **Friend**, i.e., a follower of MewMewismmme. By acknowledging the being of MewMew, Friends practice 8-hour sleep, stay hydrated, eat whole-grain bread, be good to others, recycle, and slow down their pace to observe seasonal changes in nature.

Meanwhile, **It's Okay** if Friends do not necessarily follow the practices, because MewMew says, **IIOTIE**—It's Okay and please **Take It Easy**. This is the key towards **Emewcipation**.

Remember IIOTIE

— It's Okay, Take It Easy —



3. MewMew Reveals Their Mewssage

Authenticity MewMew said, this word is context-dependent and is always in flux, but It's Okay. Authenticity is just like MewMew. If you feel tired, take a break. Stay hydrated. If shit happens, it happens. Know yourself, but also understand others, and recognize the connection and mutual influence between individuals. MewMew wants to connect everyone and make Friends. Remember IOTIE. It's Okay. Take It Easy.

Eat Bread MewMew said, whole-grain Bread is good for your soul. Bread takes an essential role in our spiritual and material life. Eat Bread without any spread and taste the texture and the sweetness of starch, a wonderful gift from the Earth. MewMew loves Bread because it's chewy and yummy. MewMew wants others to enjoy the happy Bread-eating moment too.

Sleep and Happiness MewMew said, Sleeping is also good for your soul. Sleeping for only 3 hours is not cool. A full 8-hour rest makes the MewMew inside you energetic and happy. You will be happy too. Emotion is contagious like virus and MewMew. If you are happy, share the happiness with others.

How Can I Know?

You know MewMew's Mewssage is true. Let's ask MewMew. MewMew does not speak directly, but you know the Mewssage since you have the idea of MewMew inside your mind. Do you see the orange bouncy idea floating joyously in both the exterior and interior world? That is MewMew delivering the amewsing Mewssage of MewMewismmmme to you! Yay! And MewMew say: Remember IIOTIE—

— It's Okay, Take It Easy —

Remember: IIOTIE

Werds and Testimewnies

It's Okay! (MewMew MMM 1:2)

Take it easy! (MewMew MMM 1:3)

MewMew think and take action. (MewMew MMM 3:8)

Good Friends eat whole-grain Bread. (MewMew MMM 100:1)

When we think IIOTIE, there will be joy and peas! (A Friend)

I had my studio-mate eat a bag of fake chips made out of cardboards! ■

Remember to sleep! I had 8 hours of sleep, what about you? (A Friend)



Thinking Time!



Through this guidebook, I learned:

To take theory into practice, I will:

I will not _____,

but It's Okay to _____.

Take It Easy means

For me, MewMewismmme is

Let's Draw a MewMew!

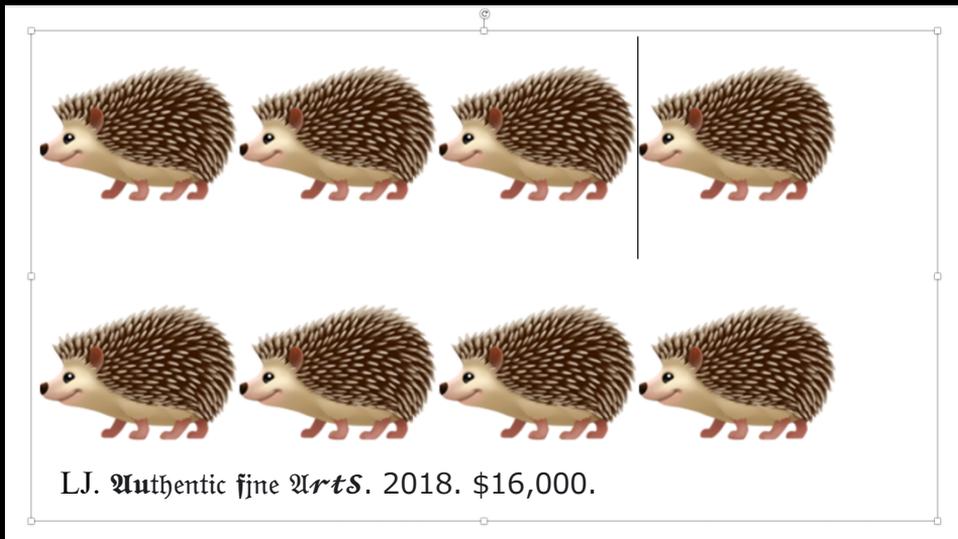


Advertisement

LJ[®]

AUTHENTIC FINE ARTS[®]

NOW ON SALE



+1·BALL·LJ·LAME

Appendix I Termewology

Amewsing	Giving amewsment, causing laughter and providing entertainmewt while thinking It's Okay.
ART/ Alternative Revelatory Treatise	A systematic account on the way of thinking, offering different choices to understanding things.
Bread (Wholegrain)	A staple food baked and leavened, made of a mixture whose basic constituent is flour or meal. A food that contributes to one's spiritual health. MewMew's favorite.
Emewcipation	The act of releasing from controlling influence and letting things be even in uncertainty and mystery, under the individual's congruent belief and desires with the act.
Friend	Follower of MewMewismmmme, with the formation of a mutual affectionate and honest relationship with MewMew. See "MewMewismmmme," p.ii.
Idea	A mental representation, an abstract concept. An idea can be colorless green and can sleep furiously.
IOTIE	Abbreviation for "It's Okay" and "Take It Easy." See "It's Okay," p.ii and "Take It Easy," p.iii.

<p>It's Okay</p>	<p>An act, a saying, a sound that brings comfort, joy, and peas.</p>
<p>MewMew</p>	<p>A round-tailed, kitty-shaped orange extraterrestrial, marshmallow-ish creature (they/them/theirs) with a red-flower shaped parasite growing out of their head which is stuffed with a mochi-rice cake. MewMew is believed to be ubiquitous in the air bouncing and floating around, making noise such as “mew-mew” and “poo-nee poo-nee.” The symbol of MewMewismmme.</p>
<p>MewMewismmme</p>	<p>An Alternative Relevationary Treatise system that suggests a way of life by acknowledging the existence of MewMew, by taking things easy in a calm and relaxed manner, and by being nice to others. The system is not fixed and subject to change by some unidentified, fictitiousness-and-farce-loving consciousnesses.</p> <p>Believers of MewMewismmme are called Friend. See “Friend,” p.i.</p>
<p>MewMew MMM</p>	<p>A word that does not have meaning per se but imitates the abbreviations behind translated versions of religious preaching books.</p>
<p>Mewseum</p>	<p>An archaeological, art historical, and curatorial project conducted from 2008 to 2018 by Mewologist Dr. H.Z. Hsu and research assistant L.J. at the University of Humberton, featuring latest research on the existence of MewMew in different art and cultures throughout history. Taxidermy of MewMew was also on show for the first time. The Mewseum was opened from April to May 2018, located at Flagg Hall 130, 1207 S 4th St, Champaign, IL, U.S.</p>

MewMewismmmme: IIOTIE | Deluxe Version | Appendix

Mewology	The study of MewMew and their related activities.
Mewtiful	A generally pleasing feeling, with qualities of mewty: amewsing aesthetic and spiritual pleasure.
MEW3	A shapeless round abstract idea that sleeps sweetly. MEW3 is believed to be one of the unidentified, fictitiousness-and-farce-loving consciousnesses that contribute to the development of MewMewismmmme. See “MewMewismmmme,” p.ii.
Take It Easy	A magic spell to help you proceed calmly in a relaxed, peasful manner; to rest in mewtiful peas.
The Factory	A conspiracy theory which erroneously claims that MewMew is an extraterrestrial force coming from outer space to colonize the Earth. However, since MewMew say It’s Okay and Take It Easy, followers of this faulty theory are also Okay. MewMew are here to help.

MewMew are here to help!

Remember IIOTIE—

— It’s Okay, Take It Easy —



MEWM EW iii

Appendix II A Brief History of MewMew

We have been researching the history and the origin of MewMew. Based on our compiled works contributed by Friends, Mewologists, and researchers at the SCP Foundation, here we present our briefest and latest historical summewary of MewMew. However, as requested by [REDACTED], some sensitive information has been blackened.

The 1997 Financial Crisis and The Abandoned Factory

After the financial crisis that shocked South and East Asia in 1997, many factories and companies closed down, including a marshmallow factory in [REDACTED]. The factory had been abandoned for about thirty-six (36) months by the time, but then locals reported that the factory seemed to start running again. It was alleged that since then the factory kept running day and night, with strange light beams going on and off. There were also reports on suspicious noise that came out from the factory every once a while.

Local investigators were able to enter the factory easily, but once they went inside the factory, lights went off, and all the machines with loud noise suddenly stopped. The investigators only found boxes of marshmallows half-packed on the production lines (Fig. II-1).



Figure II-1.

Unattended production lines at the abandoned marshmallow factory. October 1999.

MewMewismme: ILOTIE | Deluxe Version | Appendix

The marshmallow candies once manufactured in this factory were called Meems™. Meems were bright orange marshmallows, in the shape of cotton-tailed kittens, stuffed with artificially-flavored marmalade (Fig.II-2). Later versions of Meems had mochi rice-cakes stuffed inside the head of the kitten-shaped marshmallow. Meems were once quite popular in the area, but [REDACTED]

[REDACTED] However, since the factory business is protected by the local policy-makers, overseas companies are not able to take further action to proceed with the case.



Figure II-2.
Product sample of
Meems™.
June 1995.

Investigators later installed a few surveillance cameras inside the factory and monitored from a distance. They did find some rather strange occurrences. The factory resumed working right after investigators left. One of the cameras recorded a bizarre scene that the marshmallows were as if alive, bouncing around and stuffing themselves with torpedo pretzel bread. They seemed to be producing more marshmallows on the production lines. One investigator observed that those living marshmallow candies were different from the original ones from the factory. The living ones seemed to have a red flower growing out of their heads.

MewMewismmmme: IIOTIE | Deluxe Version | Appendix

The recording devices also picked up some noise from the factory. It appeared that the living marshmallows could make a random sound like squeaky toys and kitten cries like “mew-mew.”

After a couple of hours of observation, investigators noticed some marshmallow creatures were approaching the cameras curiously. The creatures started talking to the cameras, but they only made sounds such as “mew-mew” and “poo-nee-poo-nee.” Investigators could not decipher their language.

Since the 2000s, cameras have recorded dozens of unknown brownish, puppy-like creatures walking and running around the production lines (Fig. II-3). They also seem to be working on manufacturing more marshmallow candies.



Figure II-3.

Screenshot of footage recording activities in the Factory. May 2000. Red circles indicate visible Benni workers.

Another strange event happened when investigators met up and started discussing all the peculiar phenomena in the factory. One investigator suddenly began to claim that she saw the marshmallow creatures appearing in the room, bouncing around, and making the weird “mew-mew” noise. Although it was thought to be a case of hallucination, more and more investigators in the room started to see the bouncing creatures in varied sizes. Later it was reported [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]
[REDACTED] Fortunately, the footages from the investigation and the meeting remained.

After the fatal incident, the local government decided to intervene and stopped the investigation. The case was said to be passed down to the SCP Foundation [**still not verified by the organization**]. The case was temporally numbered as SCP-9029 with a three-page report, although most of the content was redacted. Some groups and organizations of supernatural event-watching also had taken actions to explore the mysterious factory. Although not as official reports, the documents based on their explorations, interviews, and research illustrated a curious turn of the once-abandoned marshmallow factory.

Occupation of the Marshmallow Factory

** This section was based on a conversation between a private investigator and an adventurer who went into the factory**

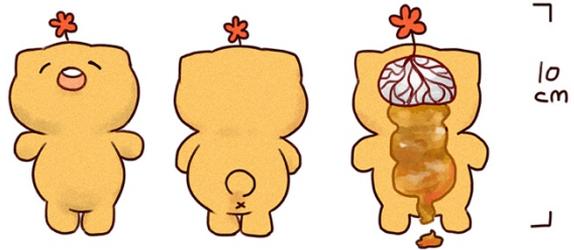
A type of parasitic, five-petal-flower-shaped extraterrestrial creatures discovered this abandoned marshmallow factory in 1998. They found a suitable environment to live, which was the mochi rice-cake and the artificially-flavored marmalade inside the marshmallow candies. They implanted themselves into the marshmallows, and the parasitic implantation amazingly brought the marshmallows to life (Fig. II-4). The marshmallows started calling themselves “MewMew” (plural: MewMew), and they could make a loud noise with sounds similar to “mew-mew” and “poo-nee-poo-nee.”

MewMew soon started manufacturing more marshmallows to produce more MewMew. Although the mechanism was unknown, MewMew could automatically multiply themselves through a process similar to

cell division and change in size varying from two (2) inches (five [5] centimeters) to up to ten (10) yards (nine [9] meters).

Figure II-4.

Anatomy of a MewMew.
July 20██.



Establishment of The Factory

Since MewMew took charge of the factory, they have recovered the production lines and continued producing boxed marshmallow candies that were not parasitized by the flower-shaped aliens. The marshmallow candies were still branded as Meems and looked identical to the ones produced before the factory was abandoned. Although they still looked and tasted like the original product, samples of the marshmallow candies indicated that the materials were unknown to current chemical components.

By tracking the boxed marshmallows, researchers found that the boxes were shipped overseas to developing and under-developed countries and consumed mainly by children. So far, researchers have not observed any negative or fatal cases resulted from consuming the marshmallows.

Under the cooperation with the SCP Foundation, researchers conducted tests on Class-D personnel by having them consume the Meems marshmallow candies manufactured by the MewMew Factory. No report on personnel casualty has been made. However, based on observation and personnel allegations, some individuals began to see

[REDACTED]

[REDACTED] Since then, individuals who had consumed more than two (2) Meems marshmallow candies [REDACTED]

[REDACTED]

[REDACTED]. Within forty-eight (48) hours, a few individuals [REDACTED]

[REDACTED] into MewMew. During the [REDACTED]

[REDACTED] became visible to the researchers.

Anyways, in addition to the flourishing business of Meems that are loved by children all over the world, the Factory also mass-produces Benni (plural: Benni; pronunciation: ben-ny | \ 'be-nē\) a brownish, puppy-shaped creature made from extraterrestrial materials, as a robust labor force to assist the production line (Fig. II-5). Utilizing Benni, the Factory have developed a diverse service and products including Benni Chocolate™, Benni Delivery™, Benni Music Band™, Benni Petting Zoo™, and Benni Wagyu Beef™.

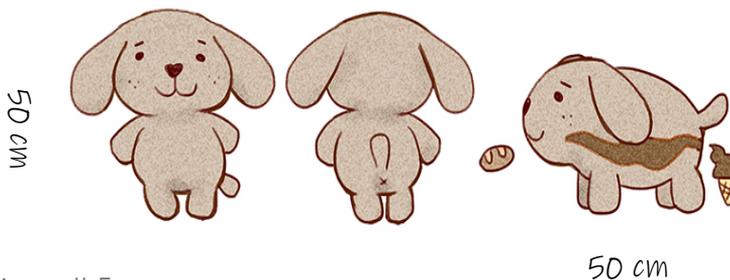


Figure II-5.

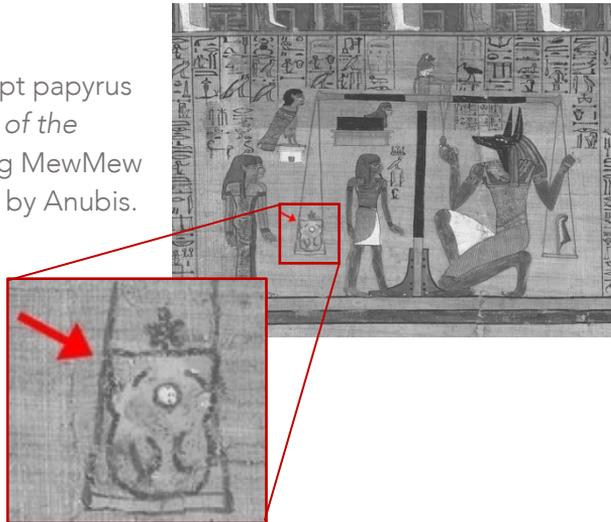
Anatomy and measurements of a Benni. [REDACTED]

The Creation of Benni

A journal/experimentation report was found Based on a journal/experimentation report found in an empty room in the factory. The journal was written in cursive script and was said to be an unknown language. The deciphering of the journal was conducted through a researcher who insisted that he was a natural-born MewMew. The journal indicated that MewMew had the ability to conduct time-traveling. There were also historical photos in the journal revealing the appearance of MewMew in different periods (Fig. II-6). Furthermore, the document indicated that the creatures called “Benni” were produced with both Earth materials and outer-space materials.

Figure II-6.

An ancient Egypt papyrus from *The Book of the Dead*, depicting MewMew being weighed by Anubis. Date unknown.



Accordingly, MewMew traveled back to the seventeenth-century Spain and found the bullied dog in the painting *Las Meninas* by Diego Velázquez (Fig. II-7). The dog was identified as a Spanish Mastiff, a loyal and calm breed, although this specific individual appeared to be

somewhat intellectually-challenged. MewMew took the DNA from the dog and brought the sample back to the Factory.



Figure II-7.

The Spanish Mastiff stepped on by a human. The dog is believed to be the DNA source of materials that produce Benni. *circa 1656.*

The DNA samples were combined together with some other alien materials in a vacuum homogenizing emulsifier mixing machinery. Then the mixture was poured into another machine that resembled a 3D-printer, and the machine soon built up a Benni which sized around twenty (20) inches (fifty [50] centimeters). As for June 20 \blacksquare , the printer can produce two (2) Benni per sixty (60) seconds. There are also a few grinders used to dispose of obsolete Benni individuals to mince them into mixture used for reprinting new Benni individuals.

Figure II-8.

Compound chocolate products made from Benni materials.

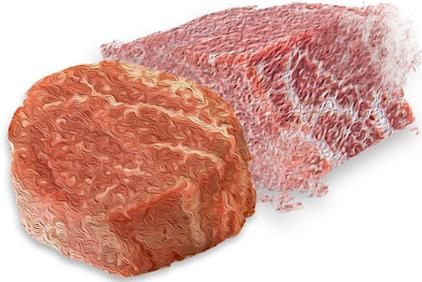


Benni are observed to consume all sorts of materials and can excrete chocolate-like, non-Newtonian fluid with constant viscosity independent of stress. The matter also tastes like chocolate. Benni live and work in the Factory to produce imitation, compound chocolate products (Fig.II-8). Some Benni individuals can become capable of

producing high-quality imitation wagyu-beef, if taken good care of with pleasant music, sufficient exercise, and intellectual activities (Fig.II-9). The previously mentioned grinders are also used to turn obsolete Benni individuals into chocolate powder or other products in a higher recycling rate.

Figure II-9.

Imitation wagyu-beef made from Benni materials.



The Benni products are likewise shipped overseas to developing and under-developed countries. It is curious to see that the compound chocolate products contain materials identical to Earth materials found in cocoa, vegetable fat, and sweeteners.

The premium-quality Benni that exercise on treadmills, listen to music, and read books are ground and utilized for imitation wagyu-beef production. The imitation product is specifically shipped to nearby cities like [REDACTED] and other developing countries in Asia such as [REDACTED]. Allegedly, the imitation beef tastes precisely the same as real wagyu-beef. The mechanism behind the Benni components still remains a mystery.

Labor and Leisure

Based on surveillance camera records, researchers are able to document the daily schedule of the Benni workforce. It has been observed that, from Monday to Saturday, Benni work in the Factory from 9:00 to 21:00. Then, Benni will all go back to the Factory dorm and can have one (1) hour of leisure time to spend on their own. The dorm once belonged to the old marshmallow factory, but the building has been reformed and reused by the MewMew Factory to house Benni workers (Fig. II-10). Each dorm room is ninety-six (96) square feet (nine [9] square meters) and houses up to ten (10) Benni. During leisure time, Benni run around and exercise. They also fight or pile up together, for fun. The lights are observed to go off approximately at 22:15, and at night, the dorm remains extremely quiet. Occasionally, there have been reports about [REDACTED]

[REDACTED]

which MewMew consider to be completely futile.



Figure II-10.

A room in the Benni dormitory.

On Sundays, some Benni form a music band and visit local all-girls boarding middle schools and high schools to perform and be petted by students for exchanges of local currency. It has been reported that some students would smuggle Benni individuals back home and raise

them as domestic pets. However, it is also observed that Benni individuals away from the Factory for over thirty-six (36) hours will always reappear in the Factory, no matter how far away the previous location of stay was.

Some documented footages reveal that some Benni have been saving money from their Sunday activities, although the purpose is unknown. The Factory does not seem to provide any salary or benefit to the Benni workers. The footages also show Benni ordering snacks and other miscellaneous items online. In a few cases, a couple of Benni went out of the Factory on Sunday and took a train to ██████████ to visit ██████████, a high-end tailoring store. It was reported that the group of Benni ordered one (1) piece of bespoke men's suit, although the usage of the suit remained unclear. In some other cases, Benni individuals were seen purchasing luxury watches like R ██████████ but which turned out to be B ██████████, a knock-off brand produced in a location near the Factory (Fig. II-11). Other knock-off products purchased by Benni include B ██████████e and B ██████████z. The manufacturers have not been identified, but MewMew seem to eventually keep the money saved by Benni.



Figure II-11.

A knock-off watch manufactured in the area near the Factory.

Every year in June, over five-hundred (500) Benni workers will be stuffed onto a classic B█gen bus for a field trip to a place called “Happy Island,” which appears to █



Figure II-12. Benni on a trip to the Happy Island.

(Fig. II-12).

Researchers has not had a chance to be in touch with any Benni individuals, as the creatures seem to be rather shy and avoidant when approached by any creatures than MewMew or middle-and-high school girls.

In one footage recorded in the dorm rooms, researchers found a crayon drawing █

█ (Fig. II-13), as the message goes,

█
█

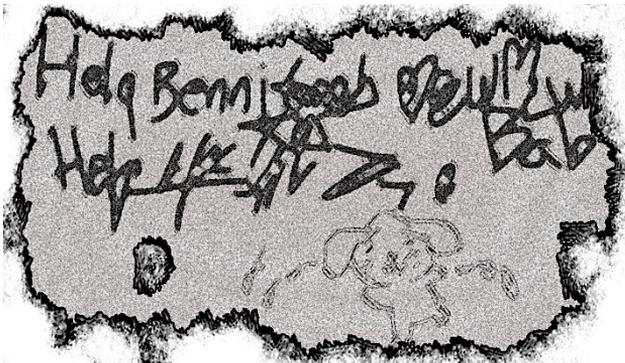


Figure II-13.

A crayon drawing found in one of the dorm rooms.

The Grand Journey

When researchers attempted to contact the Factory, a correspondent MewMew from the Factory left them a message.

It says: “LETS START OUT SMALL AND COLONIZE THE PLANET.”

████████████████████, the Grand Journey of MewMew will move on.

As MewMew say,

—Remember IIOTIE—

It's Okay,
Take It Easy.



Appendix IOTIE MewMew and ART

However ...

There might be another dire question that you might be having in mind.



... Is this art?

Now, you might think this is an art project. MewMew will tell you that it might be, while it might also not be. Some Friends say that MewMewismmmme works the best when one is not aware of its art-ness but ART-ness. Instead of art, MewMew say their existence and practice in MewMewismmmme is an Alternative Revelatitony Treatise that works towards an Emewcipatory Project. MewMewismmmme suggests a possibility of the World.

What you have in mind about this project is an idea, and MewMew encourages having ideas. The idea of MewMew has been established in your mind at the moment you started reading

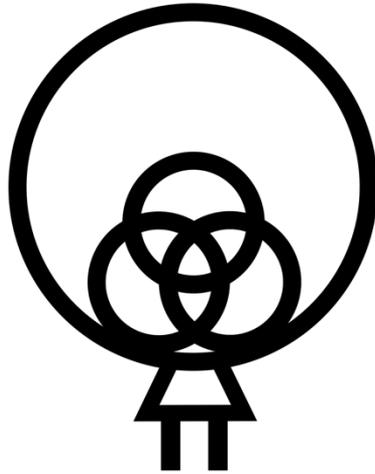
MewMewismme: IOTIE | Deluxe Version | Appendix

this amewsing guidebook. If you are troubled by this guidebook and start questioning how MewMew and Friends can be positioned mewithin your collection of “art,” “Art,” or “ART,” it could possibly suggest that MewMew and Friends have successfully implanted MewMewismme and thwemselves in your mewnd for the mewtiful sake of Emewcipation.

Wem all lovew MewMewismme.



Advertisement



M W M W SOCIETY 2019

“Everyone is connected in harmonious peas.”



What Is Next?



- Talk to MewMew and be a good Friend.
- Exercise with MewMew.
- Sleep well for eight (8) hours every day.
- Eat whole-grain bread.
- Be good to others.
- Visit mewmewismm.me to learn more about MewMew.
- Remember: ILOTIE.



MewMewismm.me | MewMew and Friends

2019



MEW-MEW-666

Bibliography

- Adult Swim. *Live Forever As You Are Now With Alan Resnick | Informercials* | Adult Swim. YouTube.
<https://www.youtube.com/watch?v=xg29TuWo0Yo>.
Note: ARPAMFLE (Alternative Reality, Persona, and the Art of Making Farce Look Legit and Eerie).
- Camus, Albert. *The Myth of Sisyphus and Other Essays*, Translated by Justin O'Brien. Hamish Hamilton, 1955.
Note: Obsession of meaning-making in a world of absurdity and cruelty.
- Carpenter, Joe. "Design as Mimicry: Ethics + Performance." Master's Degree in Fine Arts Thesis, University of Illinois at Urbana-Champaign, 2017.
Note: ARPAMFLE and absurdity.
- Darger, Henry and Brooke Davis Anderson. *The Henry Darger Collection at the American Folk Art Museum*. New York: American Folk Art Museum in association with Harry N. Abrams, 2001.
Note: Lonesome good people make art to socialize with (imaginary) friends.
- Gillick, Liam. *Industry and Intelligence: Contemporary Art Since 1820*. Columbia University Press, 2018.
Note: Snail turtle drawing, Art, fake art, exploitation, reproducibility of things, efficiency, and obsolete consumerism in the form of contemporary art.
- Groys, Boris. *In the Flow*. New York: Verso, 2016.
Note: The Art World is sad. Modernity is bad. The Market is mad. Artist Sisyphus keeps making nonsensical and counter-creative (f)art to approach real art. It's Okay. Keep going and let what happens happen.
- Hanover, Brett. *Rukus*. Film. 2017. <http://bretthanover.com/rukus/>.
Note: Lonesome kids make persona and art to socialize with real and imaginary friends.
- Heidegger, Martin. *Being and Time*, Translated by John Macquarrie and Edward Robinson. Harper and Row Publishers. 1962.

Note: Striving towards one's death and embracing the truth of the inevitable, final destruction. IOTIE (It Is Okay, Take It Easy).

IFC. *Children of the Mirror*. 2017. YouTube.

<https://youtu.be/uFw0b8t4ICM>.

Note: ARPAMFLE and the mimicry of cults.

Jiang, Lingjun, Mew Tachibana, Miu Aizawa, MewMew, Benni, Reikin Ahokawa, Lucia J., and Daibin Scheisse Woodyank. "A Retrospective Presented by Lingjun Jiang in Critique of Metafiction and Postmodernism/ty." Bachelor's Degree in Fine Arts Thesis, University of Illinois at Urbana-Champaign, 2018.
Note: A mimicry of a mimicry of a mimicry in the form of ARPAMFLE.

Ranciere, Jacques. "The Emancipated Spectator." In *The Emancipated Spectator*. Verso, 2009. 1-23.

Note: Thou shall confuse thy spectators and have fun but shall never let them know what is real and what is fake.

Resnick, Alan. *Alantutorial*. 2011. YouTube Channel.

<https://www.youtube.com/user/alantutorial/>.

Note: Extraordinary ARPAMFLE.

Serafini, Luigi. *Codex Seraphinianus*. Italy: Franco Maria Ricci, 1981.

Note: A timeless masterpiece of imaginary land that looks legit and fun. MewMew need their own written language developed too!

Steyerl, Hito. *Duty Free Art: Art in the Age of Planetary Civil War*. Verso, 2017.

Note: Real sad, depressing, and funny stuff. Laugh at the irony, and then cry alone at home.

The Church of Jesus Christ of Latter-Day Saints. *The Restoration of the Gospel of Jesus Christ*. Intellectual Reserve, Inc., 2008.

Note: Used as reference for religious guidebook layout and style.

Wittgenstein, Ludwig. *Tractatus Logico-Philosophicus*, Translated by Frank P. Ramsey and Charles Kay Ogden. Kegan Paul, 1922.

Note: Systems and protocols of language and meaning-making and how to confuse/entertain/assault your spectators by messing up these norms.

Yablonsy, Linda. "Let Them Eat Cake." *Artforum*. November 16, 2011. Accessed May 27, 2019. <https://www.artforum.com/diary/linda-yablonsky-at-the-la-moca-gala-29517>.

Note: Shitshow and the sadness of Contemporary Art. The article was one of the trillion motivations for me to walk away from Art. Please check out the Vimeo video as well (spoiler: [REDACTED]). I actually think Abramovic was using this performance to make fun of the [REDACTED] spectators.