MODERN APOSTASIES

and

UNCONSCIOUS RELIGIONS

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Field Guide to the Sacrality of the Anthroposcene

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"Those who dream by day are cognizant of many things which escape those who dream only by night. In their gray visions they obtain glimpses of eternity, and thrill, in waking, to find that they have been upon the verge of the great secret ."

Edgar Alan Poe

An ultimate, yet unreachable goal of discoveries, bringing wonder and unraveling the unexpected was a quest to grasp the unknown. Experiencing it has always been a motive force for the mankind, but not only as a initiating pulse to understand, but as a source of the sublime, and further, the sacral. Concepts revolving aroung the idea of the sacral, familiarizing truly unknown and transcendental, such as distance, the original or the uncanny, which accompanied the mankind since its very beginning, reveal humanity's connatural inclination to have a meaning within a field with mysterious and metaphysical powers in play. Thus, sacrum was integrated to the very fabric of humanity, as a way of defining oneself within the world which is never going to become fully known.

Hence, at the borders of what is known and the void beyond lie roots of the sacral. Within the concept, as it affects the core of how one percieves the world, we find the basis of humane identity. As such, the symbols it operates on, its linguinal patterns and the idea it represents have always been central to self-identification on one, and prone to the extreme instrumentalization, on the other.

"The most beautiful experience we can have is the mysterious. It is the fundamental emotion that stands at the cradle of true art and true science."

Albert Einstein, The World As I See It

Where the borders of knowledge are crossed, the new unknown fields present themselves and the questions on the essence and reason of being are still unresolved, opening the possibility to be familiarized through the metaphysical. Nowadays, with the ever-growing technosphere and its arcana known only to the few, with discoveries bringing more questions than answers, the unknown still resides within our world, and with it – the sacral.

The process, however, set in motion with the Enlightment, of disregarding the metaphysical as not empirically credible, with growing dependancy on technology and with the advent of globalization, the dynamics of the sacral today change rapidly. Here we stand amidst the shift, within the fields of sacrality in the age of information and digital commerce, with a strong focus on the Western cultural context aiming to chart the alteration in place.

Traditional, organized religion is abandonned en masse and secularization of the public life takes place. With that, the void is formed. This guide is to present an insight into the shift and map different notions of sacrality nowadays, within Western Europeyan setting.

Starting from typology of religious building and how some of these switched usage from one religion to other, then we looked at current religious building typology. We started mapping the sacrality from various viewpoints, so we broadened our research with some examples from prehistoric sacral values, up until todays beliefs and understanding for sacrality. That is how we ended up with this map which contains subtopics we find relevant:


Typology, New Typology, Relation with nature, Iconism, Name, Animism, Secret, Ritual, Cult, Object of desire, Culture, Time, Creation, Scale, Symmerty, The uncanny, 4th dimmention, The unknown, Asceticism, Sacrifice, Mythos, Martyrdom, Death, Distance, Justice

RELATION WITH
NATURE; SUBLIME

TIME

CREATION

THE UNCANNY

THE SCALE

TYPOLOGY

SYMMETRY

CULTURE

NEW TYPOLOGY

ASCETICISM

LESS
IS ENOUGH

PER VITTORIO
AURELI

MYTHOS

4TH DIMENSION

THE UNKNOWN

SYMBOLS

THE RITUAL

SACRIFICE

NAME

יְהֶוָה

ANIMISM

ICONISM

OBJECTS OF DESIRE

GODLESS CULT

DEATH

MARTYRDOM

THE DISTANCE

PROTOTYPES

The interesting thing is that we did not find many differences despite coming from various religious societies: Catholic and Orthodox Christianity and African religion. Having that in mind we started making different prototypes which portray our views of the connection on each subtopic with architecture.
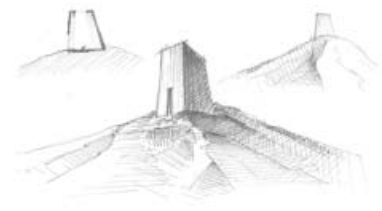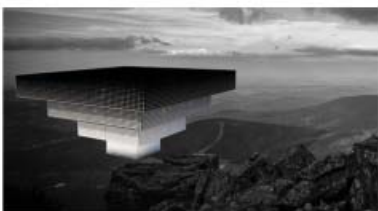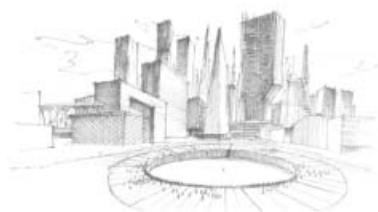
"Science cannot solve the ultimate mystery of nature. And that is because, in the last analysis, we ourselves are a part of the mystery that we are trying to solve."

Max Planck, Where is science going?

Presented research gives an insight into spiritual dynamics of today. With the notions inherently related to the sacral, informing it and fuelingcultic fervor, one notices a major shift on a broader scale, certainly not only limited to the field of the spiritual and the sacral. With greater emancipation of different social stratums and groups, as well as with the emergence of others, and liberalization of social life, people turn away from the established collectives in a quest to find the individual way. This individualism of today, coupled with recent scandals involving the Catholic church in Western Europe with a good mixture of Oriental spiritualism largely popular in the late '80, inform the image of the sacral of today. And it is, as the forms of spiritual life, if any, extremely fragmented and, as such, do not form strong collective identity, further reducing role of Catholicism.

"There is a faculty in man that will acknowledge the unseen. He may scout and scare religion from him; but if he does, superstition perches near."

J. Sheridan Le Fanu, The Haunted Baronet And Others: Ghost Sto-

Without common spiritual identity prevailing in society the means of creating the sacral are prone to be instrumentalized by other parties as a tool for creation, for instance, a new consumer, who would unknowingly put unquestioned „blind faith" into the newly sacralized thing.

Charting the fields of sacral and unknown of today, and passage from knowing into unknowing, we find technology as a widely misunderstood area, creating new possibilities for reverence, hierarchization and, arguably, redemption. As such, technology, or rather technological corporate industry, with the ability to create new dogmas utilizing post-Enlightment scientism based on scientific credibility, usually existing as unquestionable, hence ultimate, is in a place to grow as a new cult. This ability to present enlighted truths, coupled with the drive to capitalize widely subconscious notions of the sacral, form a possibility of stabilizing particular parties as powers claiming „dominion over souls".

Therefore we have, in our age of the anthroposcene in the Western World, an intricate and fragmentarized mosaic of ideas of sacrality. On the interconnection of the spiritual dynamics of today, technology as a splinter of science, with its methods mostly shrouded in mystery and reforming the division onto those with the knowledge and those without, and international industries looking for new ways of establishing their domain, we unravel the

possibilities for technological industries becoming, or working as new cults. From the multitude of megacorporations, such as Google or Tesla, the Apple is probably the most profound in instrumentalizing sacrum, hence, is a great symptome of a shift in place.

Thus, with the void in common identity, another forms of realising spiritual life sprawl. Consumerism utilizing tools for „magical reproduction" on one hand, and technological self-identification, on the other – are among them. Observed process rises important questions, such as what is the final goal of it? Is it „the Circle", envisioned by Dave Eggers, as a digital totalitarism, especially now, with the visual emergence of „holocracy" within companies in the industry? Or is it the new machine god? Or, on the other hand, is it digital transcendancy? Maybe we need new ways of forming identity rooted in different sacrum than that proposed? Or, perhaps, the resistance is not needed?

This is the lexicon of concepts referred to as those informing sacrality utilized by most, if not all, cults worldwide nowadays and in history. They are illustrated with the artifacts of Apple's activities presented here as a guide to sacrality nowadays, with the Apple serving as a lens that, on one hand, brings the research

GODLESS CULT

Secular religions, as defined by, among others, Hans Kelsen, are sets of beliefs which mimic cultic traits of the religions, but without direct relation to the divine. In fact, the question of existence of such a being is not always vital to their agenda, for they can not answer to such a question; yet, often the cults as that are openly antitheist. What is important, however, is that they instrumentalize beliefs, create own dogmas, linguinal patterns, and project their truths onto its followers from the position of the knowledge of the unknown. Within Western society the most notable examples include Culte de la Raison from the French revolution, as an atheist state-sponsored religion, freemason organizations with their own temples and rites, ezotherical cultic features of organizations in III Reich (Thule, SS), Marxist cults in communist countries, such as cult of Lenin in USSR, or of Mao Zedong in PRoC. Nowadays, the parts of the world of transnational capital and the showbusiness seem to delve into the tradition of the cult as a mean to secure their position, wealth and influence, and to shape
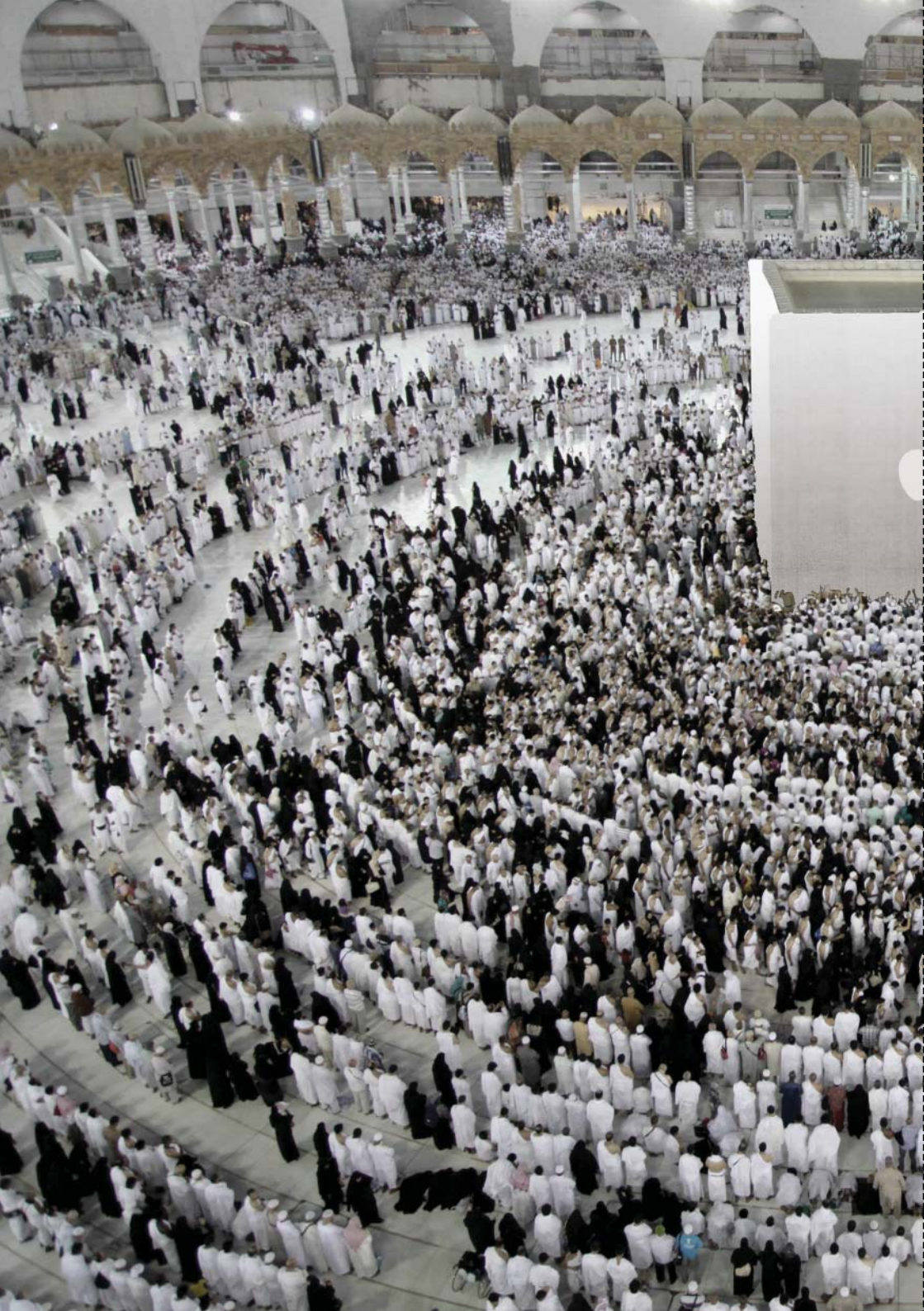
MYTH

Myth, from Greek mithos, translating to a "story", tells, bascically, a sacred story, usually of the origin, presenting ideas central to the community or culture within it exists. The events presented in them are ostensibly plausible, yet there is usually a touch of mysticism, secrecy and the unknown. To the source community a myth by definition is "true", in that it embodies beliefs, concepts and ways of questioning to make sense of the world. As Bronisław Malinowski, a famous anthropologist stated: "Myth is not an intelectual reaction to the puzzle, but an explicit act of faith." In broad context, the mythos are still used in modern culture and in mass media as a way to create new cults and their zealots.

Myth of the Grand Design

The idea of improvement fueling the progress is used as a paradigm by the Apple (and the like). Feeding on the preconcieved causality and acceptance to any given reality, it ties technology with magical thinking, leaving place for the totality and presence. Relation to technology empowers the company with scientifical credibility as well, which in our age seems to be a functional absolute, with a scientific dogma of determinism becoming the new divine. Hence, Apple's design, and thereby the product, are to be perfect. A beautiful and luring idea of a brave new world we live in, where the technology has achieved complete excellence. And there is another layer to that: the aesthetics of a product encapsulating intricate technology inside what is an idea of a "black box"; a mythical device helping everyone, yet the mechanism inside is not to be known.

"You know, I've got a plan that could rescue Apple. I can't say any more than that it's the perfect product and the perfect strategy for Apple. But nobody there will listen to me. "

Steve Jobs, 1995

CREATION

Concept of creation as a sacral activity echoes early philosophical question of the origin of the Cosmos, which was said to become out of nothingness, ex nihilo, in a wonderous, one-time occurance. With the emergence of new models of how the Universe came into being, such as Big Bang Theory, the origin of it is still unresolved, somewhat mirroring the efforts of the ancient thinkers, who could not come into agreement on the topic. The cultural impact of ex nihilo concept was so huge, that act of any creation, and originality as such, are, even nowadays, referred to as exceptional, and originality is always looked for. Thus, stating the ability to create something new, possibly redempting, is seen as a value also in a cultic sense; the ability to do so is seen as profound.

the standart

When the ipot came out in 2001 and the iPhone in 2007, the MP3 players and smartphones of that time were a lot different from what Apple introduced, both within the possibilities offered and the aesthetics of the outside, they innovated. If you look at mp players and smartphones today, they seem to be some variations of what apple brings to the market. They determine the standart, this is how a smartphone should be. And everyone follows.

Philosophy of the Creator

Apple stands for innovation as Jonathan Ive says; "We do not make something unless we beleave we can do better, we try to make a revolution in the way things are. With every innovation they make things banal that were not imaginable. They create a new, better reality.

CREATION

TIME

The notion of time itself as a thing of the sacral is based on two different perspectives on it - linear, with unrepeatable events or cyclical, with repeatable celebrations organized in the liturgical calendar, as seen in the wheel of time. The sacrality of the circular notion of time is deeply connected with the typology which exist within the grand cycle, which is eternal, for the events, or rather perspective on them, do not change. Such an idea is clearly visible in architectural, mostly unchangable, typologies of organized religions, such as Hinduism, Shinto, to some extent, in Abrahamic religions, etc. Cyclic notion of time relates to sacred rites reflecting the divine nature of the world. The world is seen as repeating itself as well, untill prophesized fin de siècle occurs, with repetition of day/night, seasons of the year, full moons, and so on. As such, time in terms of the sacral viewpoint is a way of seeing the world, and influencing it with the cycle ultimately adjusted to the godly.

cyclic releases

Around 2001, after Steve Jobs became a visionary for Apple again, tradition of widely popular releases by the company was renewed. Special events, announced long before the premiere of the new artifact takes place, magnetize the fans and attract a lot of spectators; the way the presentation is organized is carefully planned and thoroughly directed. However, one can expect the whole event to resemble the previous ones. Spectacle resolves around mystery and demystification, with the luring concept of pushing the boundaries of the known (technology). Since 2001 such events take place annualy, primarily in June, and then in September. By April, 2017, a special theatre was opened by Apple to held these events.

	2001	iPod 1st Gen
	2002	iPod 2nd Gen
	2003	iPod 3rd Gen
	2004	iPod 4th Gen
	2005	iPod 5th Gen
	2006	
iPhone | 2G	2007	iPod Classic 6th Gen
iPhone 3G	2008	
iPhone 3GS	2009	
iPhone 4	2010	iPad
iPhone 4S	2011	iPad 2
iPhone 5	2012	iPad 3
iPhone 5S | 5C	2013	iPad Air
iPhone 6	2014	iPad Air 2
iPhone 6S	2015	iPad Pro
iPhone 7 | SE	2016	
iPhone 8 | X	2017	iPad 2017

Annual releases of three most popular Apple's mobile devices. The list doesn't include different versions of the deivces, like iPod Nano, iPad Mini, etc.

Typology

New minimal typology, as an always-working key to Apple products' design is operating within the cyclic notion of time, where changes take place rarely and the established method of forming the objects is seemingly unchangeable. It is related to the marketing strategy of the company, certainly, instrumentalizing the iconic imagery of the cult devices.z

NAME

"**Mythology is language, language is mythology**" famous writer and linguistics professor, J.R.R. Tolkien, would say. Unsurprisingly, language is the bearer of the meaning, influences the way the world is seen, describes identity and carries the notions of sacrality within a culture. With the regard to the sacral, it is important in visualizing the ideas, goals, relations in terms of power and to one another. Idea of magic itself is based on the belief that some words have the power to shape the reality. Name, especially, had such a role in different cultures; knowing the name would usually suggest control over something, as shown, i. e. in the Bible. Disregarding the modern idea of coding (programming) as magic (shaping new reality) utilizing arcane knowledge (not known for everyone), we still can refer to the name as the bearer of the essence of the thing and chart it to understand the meaning.

The mystical aura surrounding the name does the trick. Did Jobs & Wozniak want their startup to be in front of Atari in the phone book, did they want a distance from the cold, complicated imagery by other computer companies or was it a tribute to Apple Records? First Apple's logo might give an insight, where the moment before a fabled apple fell on Newton's head signifies spark of genius. Or, perhaps, it is related to the biblical fruit of the Tree of the Knowledge. The other thing, the experience of the prophet translated into the name, is plausible as well. Ultimately, Steve Jobs said that before naming the company, he had

iBranding

To name a thing would mean to control it, magical thinking would suggest. The feeling as such, prevalent in the sacral works, proves the point of the old. iBranding takes that idea onto antoher level in the era of digital reproduction. iProducts are to be part of I, as part of the identity of the user. Such a strong relation of "I" and a second party bears uncanny relation to the religion helping to self - identify in the era of the anthroposcene.

"We returned with five names, one of which we all loved: iMac. Each option came with a presentation board briefly describing why it was a good name. For iMac, it was obviously all about the i. Most important, it stood for Internet. But it also stood for other valuable i things, like individual, imagination, i as in me, etc. It also did a pretty good job of laying a solid foundation for future product naming."

Ken Segall
marketing + branding manager

ICON

Icon, from Greek eikon, meaning image, for centuries stood for the religious imagery of the transcendental presence and timelessness within Christian works of art. With the emergence of the digital age, with rampant secularism, the word was adapted to a new meaning, rendering its mass usage to be inseparably connected with technology. Yet, although usage of the term and was rather pragmatic, carefully planned and evaluated, the meaning of the imagery still stands and through the means of digital mass reproduction icons become part of the world. They are neither hollow in their meaning, however, nor childish, as they transfer idea and, more importantly, presence, crucial to iconism, of its mother-companies to the world. As nearly omnipresent, the become part of the public seeing them, and as such, attain strong cultic values enabling ones to idenify - either the company, or themselves.

Apple logo

Former Apple executive Jean Louis Gassee called the logo "the symbol of lust and knowledge". Emerging association with the Bible, where Adam and Eve are tempted by Satan to taste from the Tree of Knowledge, is clear. Reflection that Apple presents themselves as "world's answer to knowledge" is quite obvious in such a context. The use of the logo is extremely powerful - their name and corresponding pictoral icon are synonymous. Rob Janoff, the designer of the Apple logo said that he included the bite "for scale, so people get that it was an apple, not a cherry. Also it was kind of iconic about taking a bite out of an apple". Other possible association, that with a computer byte, seem to be accidental, as Janoff would later state.

RITE OF PASSAGE

Rites of passage, a ritualistic form of shifting from one stage to another, is deeply connected with the notion of importance, pathos and mysticism. Such rites, signifying coming into adolescence, start of education, death, or other extremely important phases, are balancing on the border of the sacral and the profane, depending on the culture in which the ritual takes place. Thresholds where the transformations take place, spaces of the liminal, are where one leaves the familliar and start the journey to the unknown and are fields, where genuine newness can begin. In most of the believes they are of a major importance in becoming not only part of a group - but in becoming oneself.

AppleID

You can't use your Apple product without AppleID. You have to become part of the ecosystem, you have to reflect - or create - your own identity in the database. The rite of passage in today's technological world isn't that hard, just enter your details: name, birthdate, address, e-mail, credit card details. The reward is full access to iTunes, AppStore, iCloud and many other Apple services, deeply connected and accompaning you in a new stage of life.

Your account for everything Apple.

A single Apple ID and password gives you access to all Apple services.
Learn more about Apple ID ›

Create your Apple ID ›

No Service 🌐	15:07	
Cancel	**New Account**	

BILLING INFORMATION

If you provide a payment method now, you will not be charged until you make a purchase. If you select None, you will be asked to provide a payment method when you make your first purchase.

Visa	
MasterCard	
Amex	
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None	✓

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No Service 🌐	15:09	
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ITUNES GIFT CARDS AND ITUNES GIFTS

Code	Enter Code

BILLING ADDRESS

Title	Mr.
First Name	Tim
Last Name	Cook
Address	1 Infinite Loop
Address	Street
City	Cupertino

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DISTANCE

The aura, defined as a unique phenomenon of feeling the distance by Benjamin Walter, is seen as the main value of the original work of art. It is connected with the the roots of art, which are seen in magic rituals and then religion, giving the works a mystical touch. With the secular Renaissance, loss of connectivity with the distance appeared in the West. However, the notion of disconnectivity - or a distance - was and still is used as a method of projecting the mystical, the powerful or the highest; godly, magical, royal or political. Yet, as Benjamin argues, it is also inherently marking the originality of a work of art located in particular spatiotemporal condition and in fact is a feature which allows the public to feel and recognize any artwork.

Apple stoere, 5th Avenue, New York

Flagship Apple story in the heart of New York is an epitome of the distance. It utilizes transparency and mirroring as a mean to convey idea of openess. The logo inside, glowing as a new powerful symbol, reflected by glass, hangs as close as possible, yet is never to be reached. The glass box stands more as an icon, than anything else. The essence, store itself, remains hidden. The journey below, descending from the plane of the city, resembles a passage to the sacral in Egyptian temples, with the sanctuary being known to be there, yet it is unseen and is, ultimately, distanced to the followers of the cult.

Advertized image of iPhone X

Unnatural perspective view of the 2017 newest Apple's device changes the perception of the object of desire, bringing it seemingly closer to the viewer, overtaking his focus and inviting him to become part of the mystical experience.

SECRET

Secret, mystery, the unknown - where always of great importance for defining sacrality. Inherently connected with the idea of the veil of what we know and of the unseen world. Secrecy fuel the possibilities, and as such attracts those in need, those who want to change, desperate and rejected ones, who then become affiliated with something great and mysterious. At the same time it creates unusual tension between those who have the knowledge and ones, who crave to discover it, forming a dependancy of one on another. Organizational secrecy fuels unity, separates those within from those outside, and spark the interest. At the same time - it empowers the ones with the knowledge with importance and ability to change.

Secrecy surrounding new products

Apple is constantly working on new generations of their products, and the iPhone is great example for that, with new model coming out every year, usually announced in September and put for sale a few days later. But what is new? What is overhauled and revolutionized? Well that's kept a secret and very few selected people know about it. Leaks are so heavily on the lookout, that Apple created a "secret police" which is assigned to watch the employees working on prototypes. Certainly, the secrecy fuels the desires to unravel the mystery and, presumably, be part of it.

Storing siri data

Siri seems to be a useful assistant, responding to owner's pursuits in a matter of seconds. What Siri doesn't tell you, however, is that all your conversations are stored and used by Apple. Apple say data collected is used in order to improve Siri, yet, it isn't it stated in the privacy policy. "There is no good reason for Apple to not include information about privacy practices on their Siri FAQ page." said Nicole Ozer, American lawyer, who was the first one to bring Siri privacy issues to the world's attention.

Siri

4TH DIMENTION

In the text 'l'espace indicible' (the unspeakable space) the corbusier introduces the notion of fourth dimension in the arts. He speaks of an absolute perfection to be attained in the occupation of space. It's a research that touches more on the sacred than the frivolous. It is about art and its only true environment, the one where harmony reigns. Harmonizes only what is infinitely precise, right, sounding and consonant; that which ultimately delights, even without anyone noticing it, the substance of sensibility. That which sharpens the trench of emotion. The fourth dimension seems to be the moment of unlimited escape caused by an exceptional sounding jute of the plastic means implemented and by them triggered. This is not the effect of the chosen theme but it is a victory of proportionally in all physical things of the work, as well as efficiency of the controlled or not, seized or elusive intentions, existing, however and indebted to the intuition, this miracle catalyst of acquired sapiens, assimilated, even forgotten. For in an accomplished and successful work,

Norman Foster + Partners

Positioned atop a small hill, some way into the park, the Theater is reached via a gentle, winding walk through verdant parkland. This offers an opportunity to slow down before you begin a carefully choreographed sequence of architectural experiences. Steve stressed that Apple Park should have its own theater for 1,000 people. He set in place the sequence of spaces – lobby, theater, and hands-on space – that define the building. He wanted just the lobby to be visible and for it to be discovered like a "jewel" in the park. To achieve this, we submerged the rest of the structure, creating a delicate relationship between the lobby and landscape with a deliberate element of surprise within.

The purity

To create the jewel, a lens-shaped roof rests gently on a transparent 6.6 meter tall and 41.1 meter diameter glass cylinder. While appearing to float effortlessly, it is in fact the largest carbon-fiber roof in the world, weighing 80.7 tons. Pushing the limits of materiality even further, just four layers of glass form the structural support. The glass is all that holds up the roof – there is not a single column. It is the largest all-glass-supported structure in the world. The purity of the lobby finds resonance in the ambitious custom glass elevator. In a world-first, it uses helical guide rails to rotate the car 171 degrees between levels.

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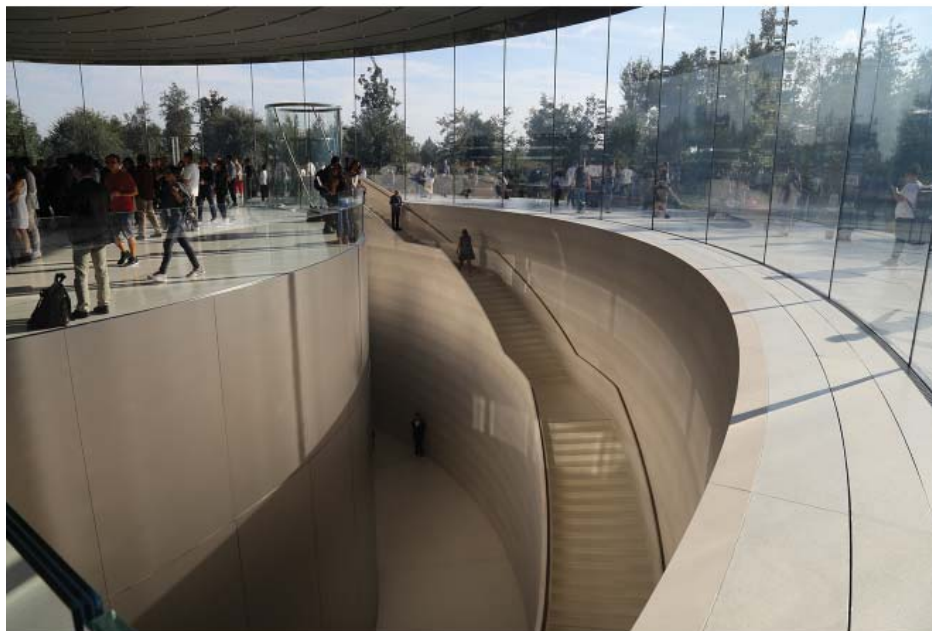
the sequence of spaces

Two sculpted-stone stairways provide a slower descent into the belly of the Theater. The stairways culminate in a tight, compressed space, surrounded by three stone walls and a stainless-steel drum made of sliding panels – the contraction before the release. The 1,000-seater auditorium brings people together to share in a collective experience. Great care was given to the geometry and seating arrangement to ensure the closest relationship between presenter and audience. It can comfortably host small internal gatherings and large events. After an event, the rear wall re-opens, returning guests to the third major space in the sequence. A seemingly permanent stainless-steel drum disappears to reveal a flexible sun-lit gathering space.
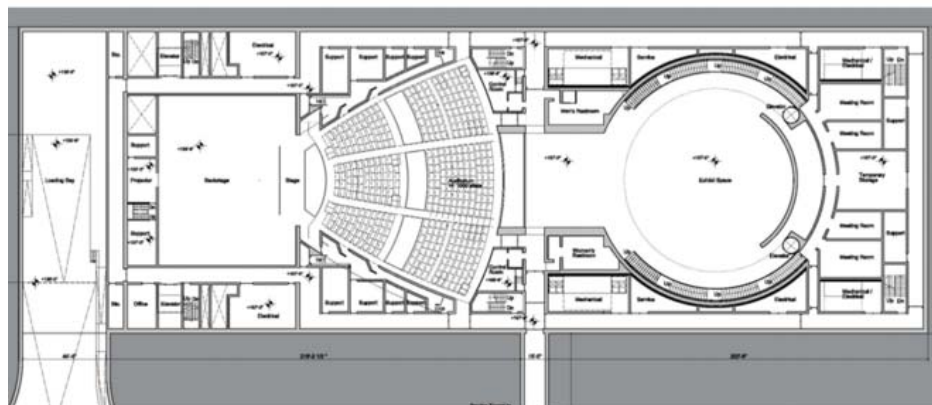
OBJECT OF DESIRE

Desire to posses is arguably as old as the idea of possession, hence, according to the researchers, it traces back to Neolithic revolution. Since then it marked nobility, importance and, obviously, wealth. Yet, the feature we are interested in here is fetishizaion of desires, starting from the most basic needs, like procreation, through other bodily pleasures, through the concept of money as such, up to the tweaked postmodern idea of collecting experiences and vainly sharing them through media. While traditionaly understood sacrum is on a decline, the new modes of it are born, and new idols rise. Deep desires of being widely accepted are exposed in this uncertain environment, and grow into urge of being part of something constant and perfect, in the ever-changing world. Having something everyone wants and what is easy to identify with seems to be an easy way to fulfill such a need.

iPhone sales

With iPhone Apple has done something no one ever thought possible. This is selling millions of premium phones every year, phones which cost more than the competitor's versions. If we look at the sales year by year we can see that in 2008 they sold more than 11 million, two years later 40, another two years later they sold 125 million. Since 2015 they sell more than 200 million units per year. Sale numbers can't describe the craze around each launch of the new iPhone, the waiting lines in front of Apple stores is more shocking. People camp there days before the launch of the product so they can have it the minute it's available. The cult towards Apple products is clearly seen with that example. Desire the company created is an epitome of marketing strategies.

Number of iPhones sold by Apple worldwide from 2007 to 2017 (in millions)
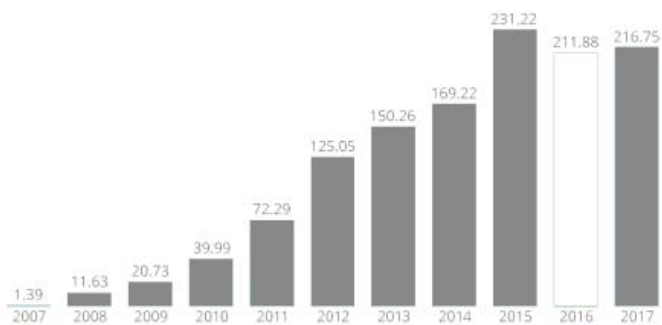
ASCETICISM

Asceticism as a worldview relies on abstinence from the sensual pleasures as a way to pursue spiritual transcendence. Greek term askesis translates to exercise and as such, puts the emphasis on self-development. Adapted into emerging minimalism, it was bonded with the idea of the nihilism; however, it tackled the puristic values of objectivity, as well. Yet, in time it has transformed from a hollow commentary to the progressing rejection of the traditional values and forms in a shifting world and a moral imperative of moderation into new iconsim, where it is used as a pure background for the commerce and the luxury. Caricaturization of the minimal architecture can be seen in a Catholic monk's commentary on Calvin Klein store in NY quoted in Pier Vittorio Aureli's Less is Enough: "Everything was so pure there that nothing distracted one from the product, which made the shopping almost a religious act".

photograph of Steve Jobs by Diana Walker, 1983, Los Gatos

The photograph shown was taken when Jobs was already a multimillionaire. The depiction itself is incredibly ascetic - empty space, fitted only with a lamp and a music player, with a man sitting in the middle of a dark room. One could think that he is looking on a daily situation of the life of a croesus, and that seems to be the beauty of a picture. The false asceticism of Jobs, however, lies not in the way he was living and controling himself - but in a life he helped to produce and the problem, which emerged with it - constant lack of attention.

design of Apple products

Although iMac, MacBook Pro, MacBook Air, and iPhone are radically different devices, they're easily recognizable as part of the same line. Each one of Apple's gadgets quietly sells the others. When you buy one, you're buying into the Apple design language, and the little details are the ones to be found in all their other products, from the laser-etched buttons to the screws to the UI layout. When another Apple gadget is to be bouth, one is already primed to love it. Without minimalist design it wouldn't be that easy; with reduced, puristic palette, simply lifting a few, select details such as an aluminum case or a particular rounded corner, is enough to suggest a strong relationship. In the process, Apple excelled in the surface level design, without achieving minimalism holistically. Seeming obsession on details doesn't translate into greatness at the macro scale. As such, the design is mostly to rather influence, than to perform, with the aura of asceticism being the commercial drive for the process of

SACRIFICE

Basic, next to prayer, form of religious life in every religion, starting from the most primitive, up to the exuberant religions of today. Sacrifice, as a sacral form of spiritual life aims, on one hand, to appease higher power, give in to it, ask for a favor, finally, to trade („I will give you, you will give me") or as part of magical ritual. The essence of it – giving something – sacrificing, lies in the conviction that a loss taken will be repaid and worth the effort. Nowadays sacrifces done are usually regarded not within the sacral context, yet, such is the core of the concept. Even more so, due to internalization of the sacrifices, especially in a broader context. However, the examples of taking the loss in an attempt to trade with a transcendental entity are still present within our world.

A pilgrimage is a journey or search for moral or spiritual significance. Usually it is a trip to a sanctuary or other location that is important to a person's faith and beliefs. The same is true with Applefans who, when launching a new Apple product, will be waiting in front of the few Apple shops in the world and there for several days to be sure to have the device as fast as possible. They give their time, comfort and ask leave days to have the feeling they have done something good. To buy a device that represents the newest values of their faith. The person who first acquired the new device for such a release will therefore receive special attention like being able to see his idol, greet him, and take a selfie with him who

Sacrifice

Having a good financial situation seems to be a requirement for belonging to this cult. But also poor people believe in this cult. It is therefore the most normal thing for them to give up essential things to be able to show to everyone that they are part of this cult even though they can not afford it. For example, a 17-year-old Chinese student has sold his kidney to buy the new iPhone in 2011. The last one Steve Jobs had

JUSTICE

Justice undeniably provide a method of effective social control, keeping order withing pluralized environment, establishes a set of standards, and means to punishment convicted ones. Representatives of the justice system are considered to take the right actions, when it's needed, creating the perception of sacrality for they can stand above the other and have their judgement treated as with reverence. Even today, within in the age of anthroposcene, when a judge announces his decision, he always refers to higher, divine power, through which he speaks, be it God, the king or the Republic - whatever notion of sacrality he represents.

FBI – Apple dispute

In 2016 Apple refused to cooperate with the US government to unlock an iPhone used by a terrorist. "This case is about much more than a single phone or a single investigation, so when we received the government's order we knew we had to speak out.", said Tim Cook, Apple CEO. This precedent shows that Apple believes that it has higher ground so as to disregard the legal system in place, disobey FBI and to choose what is right for themselves - in front of forces controlled by the society.

DEATH

Death, regarded usually as a tragic occurance terminating one's life, tearing down the connection between the dead one and his or her relatives, had always a sacral tone to it, not only as the final passage, but as an event, which consequences for the deceased one are shrouded in the veil of mystery. The future of said dead one, according to different religions and convictions, are said to be the eternal afterlife, rebirth, reincarnation, damnation or simply cease of existence in any form. Thus, this final passage and its aftermath take a central role in most beliefs as part of touching the problem of the unknown, promising redemption from the certainity of earthly death. Nowadays, in the age of anthroposcene, the promises of transcendence rise, based however not in metaphysics, but in futurology, and range from digitalization of one's identity to the transfer of the neural connections to the artificial body, immortalizing one without, or despite physical death.

Life's cange agent

The quote from steve jobs says death is not only normal but also necessary. Once you are young, new and replace old ones but later you will be old. You will then be cleaned up he said it is the fate we all share. He sees death as a natural representation of renewal.

The spirit

As a translation of that vision, they do not try to make devices las forever, but they make a kind of fictional world. They add to technology the notion of spirit. If your device dies, you can save those files that make your device unique, keep the personal files (his soul) in a virtual place "the cloud". For example, if you buy a new device you can reincarnate the soul of your old device into the new one. Your device is part of your life it is part of your

"Death is very likely the single best invention of life.
It is life's change agent."

RELATION WITH NATURE

Pristine nature is widely regarded within cross-cultural contexts as an epitome of the divine order, where everything serves a purpose as a reflection of the hidden Grand Design. Hence, connection with nature lies in the very core of religiousness or spirituality. Some aspects of it, especially light, are granted transcendental qualities; others, like water, fire or other elements are regarded as magical powers. This, coupled with the cycle of life, contribute to the sacrality of „natural" world, however disputable relation of the man to it would be. Especially today, with the world transformed to the image of the society, the pristine nature is hard to find. Yet, a valid idea of sustainability finds a reverence in a delicate balance within the environment, bearing echoes of the sacral connection with it.

The apple on the logo seems to refer to the tree of knowledge of good and evil is a tree that appears with the tree of life in the book of Genesis. The tree is in the middle of the Garden of Eden, where Adam and Eve stay on Earth during their first period. God told them: "From all the trees in the garden you may eat, but not from the tree of knowledge of good and evil; when you eat of it you will die irrevocably." - NBV, Gen. 2: 16-17
The mysterious fruit of the mythical

Impact on the environment

Jonathan Watt Asian Environment Correspondent published in "The Guardian" an article in which he describes Apple as one of the most mysterious companies in terms of its impact on the environment. They realize that they must have an exemplary function in our society. By making their products environmentally friendly, their fans feel that they are doing something good by purchasing their products. Now they have an environmental department with the slogan; "to ask less of the planet we ask more to our zelfs". In his report of the greenest technology companies this year,

We're looking for the most original use of an Apple since Adam.

SCALE

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Original screen size of an iPhone - 3,5" - was said to be the perfect one, excellently mached to the grip of a hand. The golden rule od it was in motion since the premiere of the smartphone in 2006 untill 2009, when the company decided to follow the competition. The newest iPhone X, with the screen size of 5,8", enlarges the optimal size by 65%. The scale of ergonomic optimum and perfection seems to be as deterministic, as immovable dogmas of the divine. As such it marks the cultic role of Apple in determining the truth projected onto the users.

advertisement camaigns

The scale in ads is used as a tool to create the tension between the viewer and the newly created object of desire, suggesting intimacy and deep need for said object. Yet, not the ads alone, but the amount in which they appear in physical urban space, creates the feeling of a grand-scale, luring, silent and comforting omnipresence.

"Bigger is not necessarily better. Apple decided on the optimal size for an iPhone display back in 2006. If they thought 4-inches was better, overall, as the one true size for the iPhone display, then the original iPhone would have had a 4-inch display."

Jon Gruber, Apple Blogger for Daring Fireball contemplation on Steve Jobs' remarks on the "perfect size" of 3,5",
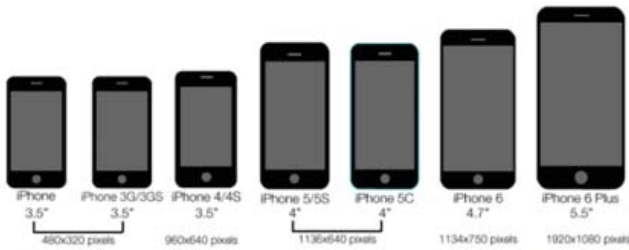
SYMMETRY

Sacred geometry ascribes symbolic and sacred meanings to certain geometric shapes and certain geometric proportions like symmetry. Symmetry and asymmetry are very important in visual arts and architecture. It is associated with the belief that a god is the geometer of the world. The geometry used in the design and construction of religious structures such as churches, temples, mosques, religious monuments, altars, and tabernacles has sometimes been considered sacred. The concept applies also to sacred spaces such as temenoi, sacred groves, village greens and holy wells, and the creation of religious art.

Symmetry finds its ways at every scale, from the overall external views of buildings such as the Steve jobs theatre or 5th Ave Apple Store, through the external looks of the devices, and down to the design of the interface. The relationship of symmetry to aesthetics is complex. Humans find bilateral symmetry in faces physically attractive, it indicates health and genetic fitness. Opposed to this is the tendency for excessive symmetry to be perceived as boring or uninteresting. People prefer shapes that have some symmetry, but enough complexity to make them
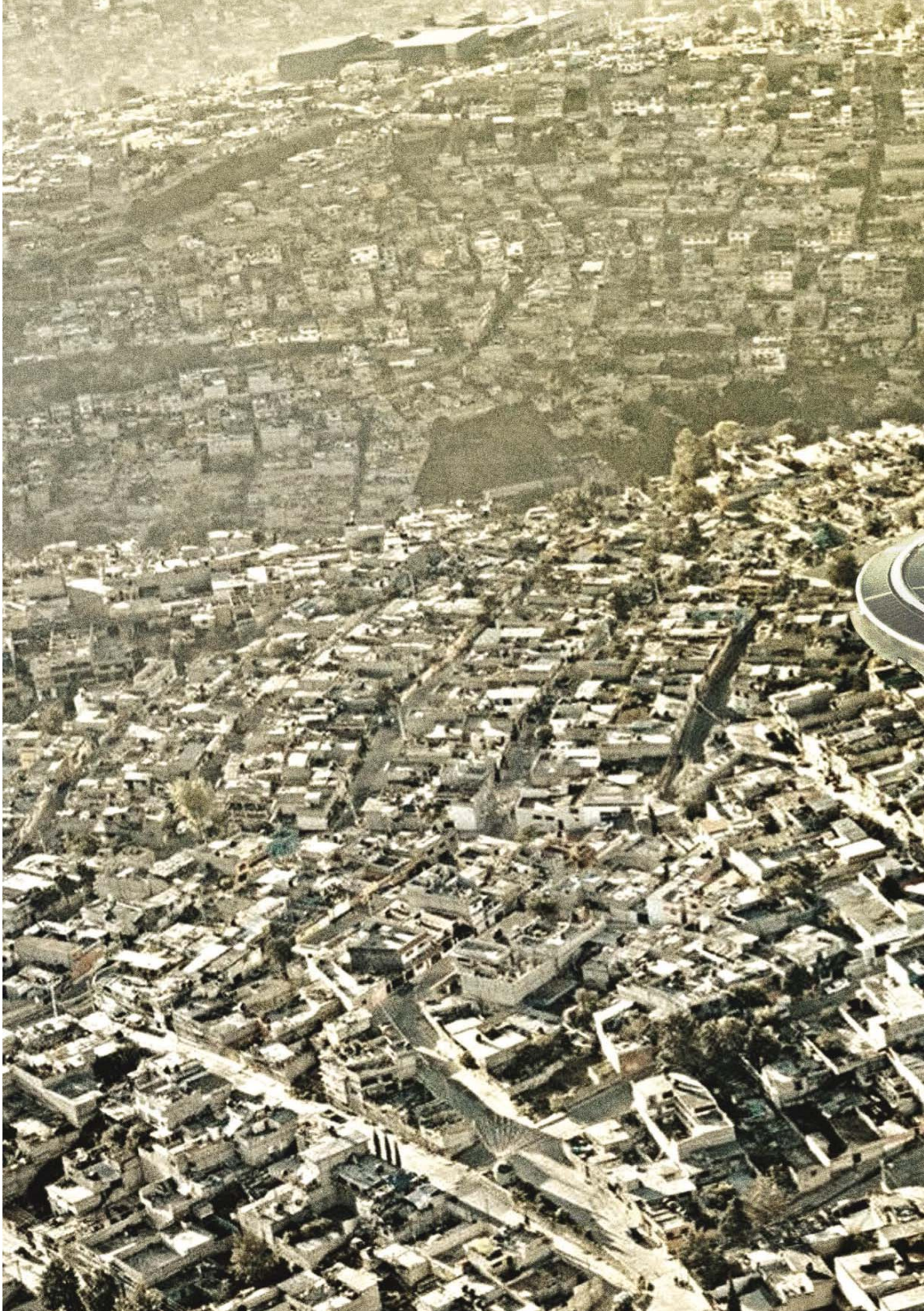
CONCLUSION

With different spiritual dynamics of today new identities arise. Example of the Apple indicates possible obscure reality of hyper-consumerist world with semi-transcendental powers in play, which utilize their influence so as to cement their role transgressing that of a provider of goods, but forming new identity of a hyper-consumer. The question of technology in itself, promising redemption to the humanity, through the means unknown, bears a strong notion of sacrality, as well. I believe that the issue of wide incomprehension of the devices we use nowadays, with their physique resembling that of a black box, create another layer of strong tension within a society - „program or be programmed". Furthermore, growing dependancy on the dicussed devices, combined with the sacrality being pushed into the areas of inconsciousness fuel the instrumentalization of the sacral and further fragmentarize communities we live in. As such, I would aim to tackle the idea of the identity and the collectiveness in the age of anthroposcene. In spatial terms, resisting that what is forced upon and rebuilding that, what was pushed back, would mean to propose a typology for the community with their own sacrum, translating the heritage into the era of the digital (re)production with the aim to bind the people with their built and natural environment. However, this is not about ignoring the reality of the „fluid postmodernity" in itselfs, but rather about facing it without baggage of technological utopias and dystopias, reaching for the humane quality amidst overtaking digitalization and fragmentation of our lives.

CONCLUSION

If we consider the steve jobs theatre as a cathedral for this new cult, knowing that technology is everywhere and that everyone expect us to be part of it, to be connected, could there be a place to disconnect? Would it be possible to have a place for hermitage in the city?

-Arnold

CONCLUSION

The sacrality of each individual has changed over the past centuries. From praising religions, now we praise our presence in the big technological world. While I cannot say if this is for good or bad, I believe that it is an evolution for us as human beings, which creates many opportunities.

-Martin