

Curating Life Through Photography – The Ten Commandments

1. You give your implicit consent to appear in any photograph, at any time, if you appear anywhere in public.
2. In (1) above, ‘in public’ is defined as anywhere other than at home. Alone.
3. If no photographs exist of your particular event or experience, then for all intents and purposes it might as well not have happened.
4. Photographs by definition must be shared as quickly, as widely, and as often as possible.
5. For maximum saturation and efficiency, photographic distribution channels should be limited to:
 - a. **Social media** – Facebook, Twitter, Instagram, Pinterest, Tumblr in the case of erotic or pornographic content, and LinkedIn in the case of photographs of you delivering a TED talk or Nobel Prize acceptance speech.
 - b. **Magazines** with a circulation of 50,000 or more (to the extent that such magazines still exist).
6. As articulated in (1), photographs are *de facto* permitted anywhere, at any time. Always, therefore, be ready.

7. In photographs, you should always project one of these two performances:
 - a. **Effortlessly Casual** is a universal, a default position, applicable to all situations: parties, work, meals eaten or prepared at restaurants or at home, vacations, church, grocery shopping, sporting events, political rallies and protests, funerals, court cases, etc.
 - b. **Flawlessly Fabulous** is exponentially more difficult to achieve and should only ever really be even considered, much less attempted, by the average person, if said person going to prom, getting married, or experiencing some similar ‘Cinderella moment.’ (To learn more about Cinderella as a historical figure, Google “fairy tales.”)
8. Understand that the immense amount of work behind projecting the right image takes some serious bank. Apply for a new credit card or two. Maybe three. Hell, go for as many as you can get. Aim for high spending limits.
9. You should never, *ever* imply, express or communicate any of the following emotions in photographs:
 - a. Pain, except in the context of extreme sports participation – for example, during any mixed martial arts match, while running a

marathon, bench pressing more than 150 percent of your own body weight, etc.

- b. Sadness, unless a major celebrity has died. (#LILKIM4EVER)
- c. Fear. (No qualifiers. #NOFEAR)

10. You may ignore any and all of the above rules, if you are at least **two** of the following:

- a. Not in need of validation.
- b. French.
- c. A member of the 1%. (Because who's gonna call you on your shit, anyhow?)
- d. Beyoncé.