



OPTIMISE YOURSELF!

by Reinhild Dettmer-Finke



SYNOPSIS

Nowadays, the desire to optimise ourselves affects almost all spheres of life. We meet people who dedicate themselves to self-optimisation and scientists who have spent years studying this social transformation.

Self-optimisation technology is booming. A gigantic industry is constantly urging us to measure our bodies with new smart-phone apps and developing pills and potions to improve the performance of our brain. The line between the desire to improve ourselves and an obsession with self-optimisation is a fine one. Achieving the “perfect person” appears to be the great project of our times. Where is the dividing line between self-optimisation technologies that improve the quality of our life and those that merely correspond with a social ideology where constantly increasing performance becomes a compulsion? Is the rapidly growing self-improvement trend an opportunity or already an imperative? Will mankind really become healthier, happier and “better” in future, or are we...

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