Yet, systemic conditions affect the process.
Some bodies are more vulnerable than others.

**Share your space**

Physical and virtual,
escape your solitary confinement.
Look out for others,
unlearn the ideology of fear,
relearn to embrace sociality again.

**Breathing is technology**

As a tool, breathing connects us with our body,
with ourselves and the environment.
Every emotion starts with a change of breath
balancing your breath means balancing your feelings.

Queer breath means to take care
of ourselves and others,
and to make lives more breathable for all.
Thus, we demand
the universal right to breathe.
We demand respiratory justice.

**Breathing is empowerment**

Listen to the choir of breathers
how it makes the air vibrate,
how it creates a resonating space
we can all inhabit,
a space that connects and separates us.
Let’s create such unity in difference
as an act of rebellion.

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#purplenoise is an interdisciplinary technofeminist research group
that uses real-life events to explore social media as arena for protest
and political activation. Inspired by the concept of "expanded space",
#purplenoise stages online-offline campaigns and communicates through
various social media channels to explore its feedback loops. Strategies
such as intervention, infiltration, manipulation and seduction draw
their energy through curiosity, love and anger.

At the heart of #purplenoise there is a technofeminist drive: the
desire to bring down platform capitalism, escape algorithmic despotism,
reclaim public spaces, refine political manipulation, use affect
in order build the commons, produce more just realities, reappropriate
self-care, bring back the body, turn power into care, celebrate planetary
interdependence and create alluring narratives about the future.

#purplenoise campaigns use specific hashtags, freely variable gender
symbols, manifestos and poetry, and find implementation through
a strong visual presence.

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Breathing is our way of learning
alone and together,
raising consciousness;
breathing as an exercise of self-awareness.
It teaches us all we have to know –
about ourself and the world.

**Life is what happens between the first and last breath**

Living in a world of material privileges
we wonder how it can be
that we are so stressed-out, over-worked and tense
that we feel miserable, exhausted, depressed, anxious
and often become ill.

**Breathing is personal**

Our lives have to be fast and efficient,
the big city takes its toll,
and so does our work,
art and academia no exception.
Not to drown in endless commitments,
caring means to struggle – every day.

**Breathing is care**

We would like to take care of each other
we would like to dedicate time to each other
we would like to be empathic with each other
but we don’t have time.
And this is not what we want to be –
breathless.

**Breathing is (self-)care**

No time to rest,
no time to simply observe how the air flows into the body,
how the oxygen feeds your cells,
how it builds your energy.
Survival or narcissism?

Who governs our lives?
What are the hierarchies to obey?
Taking care always starts with oneself
– whoever that self might be.
Care of oneself as self-formation,
a continual act of freedom.
Breathing is presence
Starting with basic breathing techniques, in, out and hold, that create space and time, time to connect and understand what we share.

Share your air
We learn that air is different that bodies are different and understand that personal problems are more than personal.
Can you choose where you breathe? Can you choose what you breathe? Can you choose how you breathe?

Breathing is situated
The floating signifiers do come home, return to the body. Class, gender, race and the constitution of our body specifies our breath, our experience of the world.
To achieve respiratory justice we first have to understand who we are, and where we stand.

The personal is political
Beginning to see beneath the manifestations of an unjust social order, how reality is in fact constructed and maintained. Imagining something different is an achievement.

Awareness is just the starting point, but it’s not enough to open one’s eyes. A real standpoint can only be gained through collective struggles.

Breathing is relational
We are co-becoming through co-respiration. We breathe each other, shape the air together, near and far, past and future.

And with the air, our thoughts and emotions flow in and out.

We are breathing the environment. Where does the oxygen come from? Plants, oceans, soil, organisms and other animals. No human life without them. Thus, we are bound to our relational existence.

Breathing is political
We do not breathe on equal terms. Who can breathe and whose breath is taken away, is structured along toxic lines of power.
Few destroy to the detriment of many, they violently interrupt the connections necessary for life.
Suffocation can occur in many ways: bodily, social, environmental, affective and political.

Breathing is dangerous
All of a sudden there was a link between illness and air, the invisible space inhabited by ghosts.

A signifier for fear, the virus did become real, attacking body and soul.

Wearing masks as a sign of threat, we have learned to fear physical closeness. Democratic by no means, the virus is reproducing the toxic lines.

Breathing is data
Technology came closer and now live under our skin knowing our bodies better than we do, using our needs not to fulfill them.

The data floods we produce leave us unsatisfied. Digital closeness did nothing but shift surveillance.
Being monitored means to maximize exploitation instead of being beneficial to health.

Breathing is non-binary
No breathing without body, but the breathing body is not one. There is more to it than in and out – the in-between is a continuum.

Breathing is a flow, but when we intentionally hold the air our life becomes pure presence; the physiological and the spiritual body become one.

A basic bodily function rendering us unescapably social.
It is interdependence that enables all life leaving us fragile and unstable.

In order to survive, we need to take care and protect all interrelations.

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