

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.

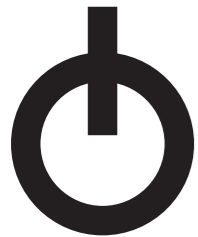
#### **Breathing is technology**

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.



#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.

**WEB:** [PURPLENOISE.ORG](http://PURPLENOISE.ORG)  
**INSTAGRAM:** [@PURPLENOISEUP](https://www.instagram.com/@PURPLENOISEUP)  
**FACEBOOK:** [@PURPLENOISEUP](https://www.facebook.com/@PURPLENOISEUP)  
**TWITTER:** [@PURPLENOISE1](https://twitter.com/@PURPLENOISE1)

**#SHAREYOURAIR**  
**AN EXPANDED SPACE FOR BREATHING**  
Empowerment, Kunstmuseum Wolfsburg  
10 September 2022 – 8 January 2023

# #PURPLE NOISE #SHAREYOURAIR

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.

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.

### **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 lives 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.