Pannartz Book

from

SUOMI TYPE FOUNDRY

A is for the alphabet. The alphabet gave us the culture. Before culture came the abstract thought, and that abstract thought enabled man to ascent from a hunter gatherer to a cultivator of fields and a breeder of animals. From the abstract thought came pictures. The pictures evolved into signs. The signs evolved into letters. The letters evolved into the alphabet. And the alphabet made us able to pass our knowledge to our descendents. That ability gave us the world that we have today. RESPECT THE ALPHABET.

B is for banal. We have the alphabet, and look what we have done with it. We have used this brilliant ability to kill each other, to ignore each other, to make money with it. THE ALPHABET WAS NOT MADE FOR THAT.

C is for cultivation. We need to appreciate this precious talent we have. Our capitalistic society too easily turns this beautiful thing into mockery. PLEASE, DO TAKE GOOD CARE OF YOUR ABILITIES.

D is for deconstructivism. Since we no longer have nothing to unmask, we concentrate on text itself. Nietzsche and Freud were right during their time, but the anthropological changes during the last century made their ideas obsolete. Today the world is textual. Language is everything. Language defines the world around us, and so, to understand the reality, one must understand the language, and free one self from logocentric thinking. CONTENT AND MEANING ARE INDETERMINATE.

E is for emotion. You have a head and a heart. Use them both. Too many decisions are made by the calculator instead of compassion. Our world could be a better place if it was another way around. TRUST YOUR HEART.

F is for form. Our thoughts and feelings are given form by the alphabet. By writing and speech can we see the form of our ideas. Like God that turned His idea into being, so we also do the same in our world. WE ARE ALL GODS.

G is for genius. Each and everyone of us has that. Do not be afraid to show that. It comes in different forms to different people, and too often it is shied away from, instead of embracing it. Today's educational system tends to shunt children instead of bringing them to their talent. BE A GENIUS.

H is for humour. With humour we can deal with issues that would otherwise be too strange or painful to issue. In fact; without laughter there would be very little we could react to in this world. HUMOUR IS FUEL FOR YOUR THOUGHTS.

I is for idea. Idea always comes first, and everything else is secondary. Idea is also the end; something that leads us, something to follow. IDEOLOGY IS NOT DEAD.

J is for jester. If you cannot be a jester; if you need to be the authority, you have nothing. To be able to be a jester is to be able to have perspective. Jester was the most valuable person to a king, for he was the only one brave enough to point out the flaws of the king. DARE TO BE STUPID.

K is for knowledge. The alphabet gave us the ability to learn form our ancestors. Use your alphabet to increase your knowledge. Use your knowledge to build yourself, and to build your surroundings. It is the lack of knowledge that gives room to fear and hate. The lack of knowledge makes tyrants and keeps the poor in poverty. The lack of knowledge keeps the white away from black, the Christians away from Jewish and the Jewish away from Muslims, the heterosexual away from homosexuals, the rich away from the poor. BE CURIOUS.

L is for lust. If you lust for nothing, you are dead. To lust is to have passion; to feel. To lust is to be alive. Lust is dangerous, but it is also beautiful. It can do terrible damage, but it can also do terrific things. LUST IS PRECIOUS.

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