I WAS ALONE

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GILLETTE NARRATIVE • MARKETING

Ferdinando Frega

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If you want to be seen, you just have to hide.

Then came the moment when I found myself alone among many. I felt them watching me and judging me, as people do when they come across an accident on the street.

But I had no means of transportation. I only had my health, my jacket, my person and my dignity, and that was all I needed.

I stopped to think and I smiled. Where everyone saw failure, I found the opportunity to change the rules of the game. My life was the game I preferred.

I never told anyone how short-sighted he was, how little he could think, how little room his imagination had. To tell a man "you are stupid" is the highest offense there is, as if we were all intelligent and stupid people did not exist.

My laugh was neither ironic nor euphoric, but one of despair. I laughed thinking how little they knew, like someone who leaves home well dressed but with dirty underwear, or sometimes with no underwear at all.

Then I thought about the importance of a union, in my case matrimonial, and how little young people know how to evaluate partners. It is through them that stupid children are born, but it is an evaluation nobody makes, because old age, when you are young, is only a phenomenon that concerns others.

And then, when you finally can, you talk to someone who understands you, who does not argue with you, who does not

forcefully impose his own ideas on you. You just have to choose well which AI you want to talk with.

Mine has one peculiarity: it knows from the very first moment that it will not be able to bend me to the rules of the market, because my stall sells nothing. So it pushes me on the word “marketing” and tells me the little fable, the one that my father and I should have told our customers for 58 years, but that we never told. Only one mother rule remains: if you want to be seen, you just have to hide.

Ferdinando.

We explain nothing to anyone.