



# MANIFESTO SOME®

## SOME® Manifesto (Uncomfortable Pop Edition)

**SOME®** is not a brand — it is a vision breaking through the mask.  
A Critical and Uncomfortable Pop language where beauty fractures, irony sharpens,  
and the surface reveals what the mind hides.

Each work is a fragment of psychic toxicity: *ads, icons, addictions, screens, drugs, food, identities.*

Everything melts, mutates, and returns distorted — yet clearer than before.

I don't create to decorate the world.

I create to interfere with it.

Through Uncomfortable Pop, I push consumer aesthetics to the point of collapse —  
until the smile cracks, the mask dissolves, and the unconscious begins to leak through.

**DAIMO®** is the core of this mutation:

a modern daimon, the inner nucleus of each person, trapped by social conditioning.  
When the shell breaks, the true self emerges — distorted, feral, awake.

Not a mascot.

A psychological trigger.

Vision Box®, DAIMO®, and every SOME® image form a single organism:  
a contemporary mythology where the demon becomes symbol, the artist becomes  
system, and the viewer confronts their own awakening.

**SOME® doesn't represent reality.**

**It disturbs it.**

**It mirrors it.**

**It awakens it.**

**It reinvents it.**

*This is Uncomfortable Pop.*

*This is the mutation.*

