



The Narcissus Syndrome



Braies Lake in an Advert (above) and in Real Life (below): Click on them for two **VIDEOS** on the Narcissus Syndrome



I love the wilderness and the peace that comes with it. In pursuit of this atmosphere, I have recently taken a tour of **Braies Lake** in South Tyrol. I had been described the place as a stretch of paradise, and so it was – only, this paradise was haunted by **swarms of tourists**, each noisier than the other. They would shout either at each other or **on the phone**, take **selfies** and **pictures** to post on **Facebook** and **Instagram** and preoccupy themselves with **showing** a virtual audience to have been there, instead of enjoying actually **being** there. Instead of the silence and meditation I had been looking for, I found myself confronted with the most disheartening epidemics of **Narcissus syndrome** ever: *‘Look at me, listen to me, pay attention to me, me, myself and I, and again I...’*

Sorry to tell you guys: **your lives are intrinsically uninteresting**, and there’s no reason why one should ever take the pain to waste their time keeping track of them. You’d better stop worrying about how your life comes off in the virtual world and start living it in the real one instead.

Recently **Ikea** has issued a very funny and thought-provoking **TV commercial** on the Narcissus syndrome affecting the society of social media (see the related **VIDEO**). I’d like to endorse their message by exhorting you guys to relax: come on, no one cares that much about you. And that’s actually very good news.

Click on the Picture of Narcissus for the **VIDEO** of the **IKEA TV Commercial**