



Inception pack vol 1: Cocaine Cool™

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The Planning Lab



Introduction

This Inception Pack for that one friend that is too old to be single, afraid to commit, get babies and end up with one foot in a Volvo and the other foot in the grave.

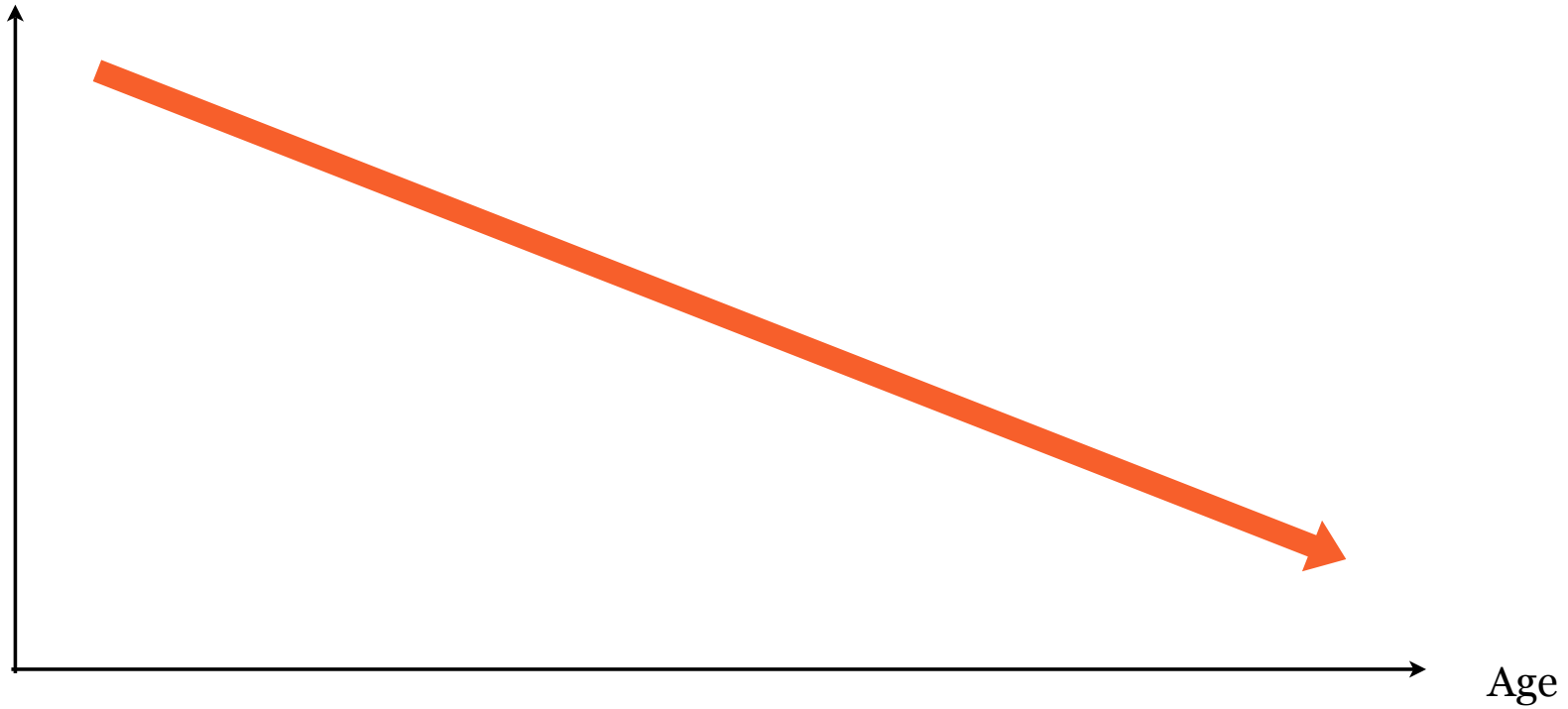
But there is hope.

On the following fifteen or so pages The Planning Lab presents the concept Cocaine Cool™, stuff one can do to reverse the inevitable. And no, it doesn't involve consuming drugs.

Feel free to forward this to whoever needs it.

The undisputed rule of ageing

Coolness factor



The maturity traps of today's urban bourgeois consumer...



Children



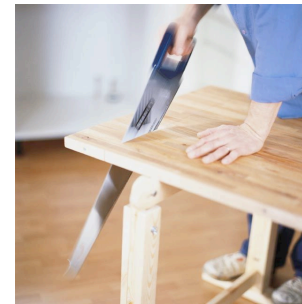
A real job



A sporty yet roomy car



Affinity for fine living



DIY

... is ultimately about being practical!



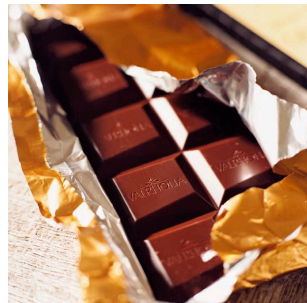
Passing on genes



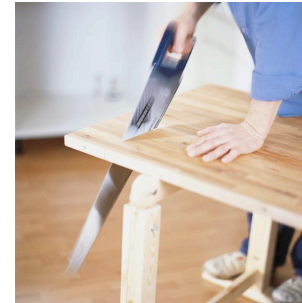
Income



Transportation



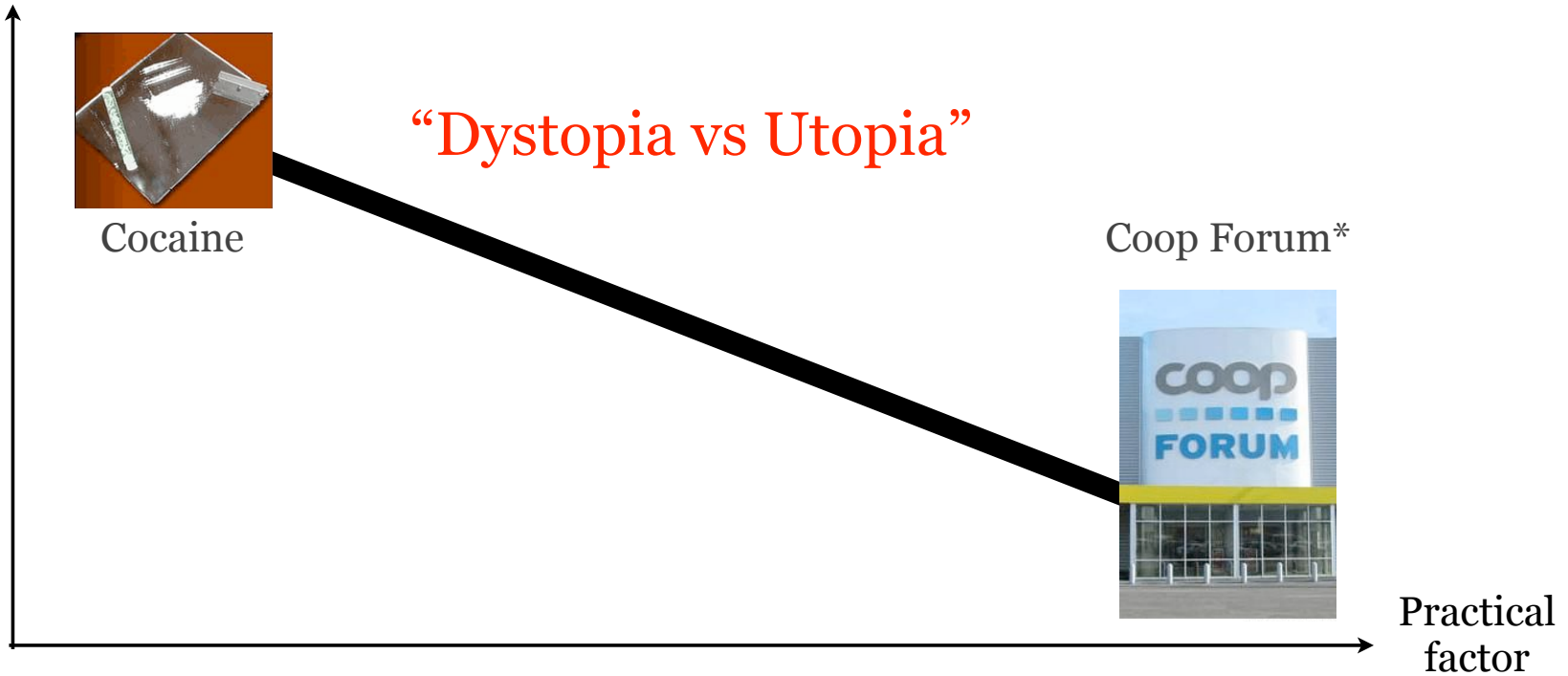
Eating



Shelter

... so there is an inverse relationship between coolness and being practical

Coolness factor



* Swedish equivalent to Sainsburys

The Concept of Cocaine Cool™ and its paradoxical attributes

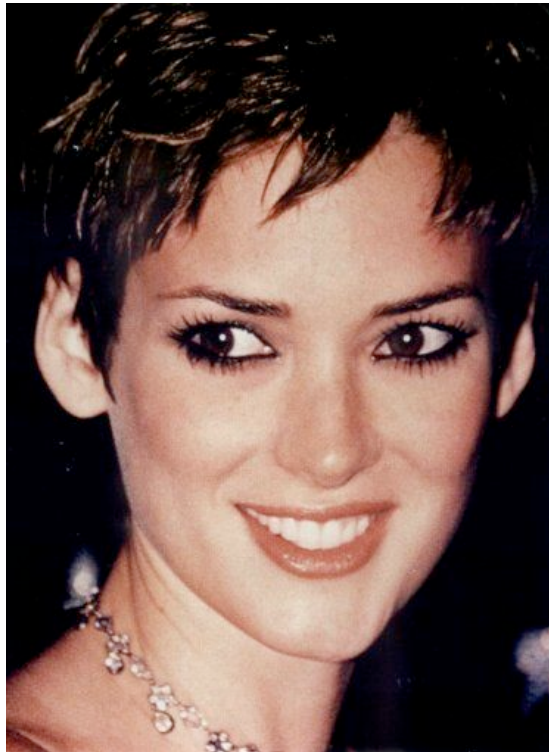
Cocaine Cool™ is being **reliable yet unreliable**



Cocaine Cool™ is being **present yet absent**



Cocaine Cool™ is being **innocent yet guilty**



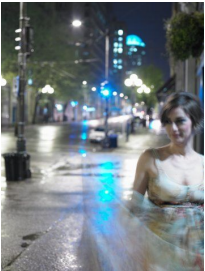
Cocaine Cool™ is being **clean yet dirty**



Cocaine Cool™: getting there



Lifestyle choices that **build** the Cocaine Cool™ image



Walking endlessly at night because of insomnia



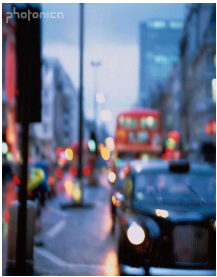
Exotic pets



Hiring a latin maid



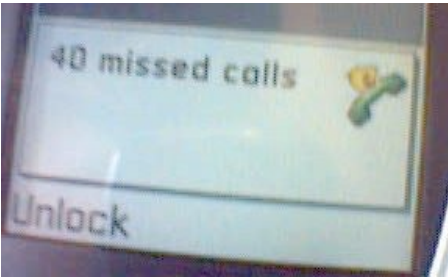
Wrinkled bills



Taxi



Mugshot



Being unreachable



Grade B vintage Jaguar

Lifestyle choices that **erode** the Cocaine Cool™ image



Suburbia



Washing machine



A filled refrigerator



Debit card



A balanced diet



Caffe latte



Modern babytram



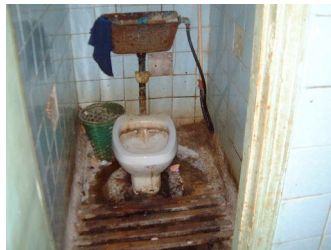
Home cinema system



Winter boots



Lifestyle choices that should **NOT** to be mistaken for Cocaine Cool™



Not cleaning
the toilet



Wearing
stupid hats



C'est la vie/slackerism

DISCLAIMER: DON'T DO DRUGS & DON'T BE AN IDIOT.

The Planning Lab

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