

The Beautiful Thinkers Podcast | IU Edition

Season VI: Saturated

Manifesto:

Another shooting?! **How can I donate?** What did the president tweet!? **I should delete Twitter.** She got her butt done!? **My body is not enough.** A wildfire!? **How can I help reduce climate change?** What's he wearing?! **I can't afford that.** You pour a glass of rosé or spark one up to escape it all.

From the minute you wake up, till the minute you shut your eyes at night content comes at you at hyper speed. At some point you find yourself vicariously living your life through the people you see on your screen. Each day, 338.77 million terabytes of content are created. To put it in perspective, it would take us 2.3 years to process a *daily* amount of data.

The reality is - we're saturated.

While there is no perfect way to navigate this influx, there exist beautiful thinkers who see the positive in saturation. Brands who find a crowded market and carve out a new niche. Creators who promote sustainability without shaming, and experts who use the breadth of their terrifying knowledge to remind us what we face if we do not change.

Season VI of The Beautiful Thinkers Podcast will expose the unspoken truths about saturation in our society. We will give voice to those who've broken through the clutter to help us investigate ways to combat it or live within it. Tying ourselves to the mast for safety from the siren's call, we strive to reframe saturation. To spotlight the beauty of fullness, the power of possibility, and the seduction of captured attention.