HOW TO LIVE LIKE A STAR

ANGELA VELEZ
This project is dedicated to us humble stargazers.

Every day we make observations, speculations, and predictions about the celestial bodies of our Earth and skies —

Other worldly larger-than-life

Stars that shine bright around us.

We paint pictures of the universe as we know it, explore histories far beyond us, and celebrate the beauty and mystery of the unknowable.
To star gaze is to embark on a journey of personal enrichment, to champion collective human knowledge, and to solve mysteries for the sake of seeking answers.


Our observations will not cure cancer, reduce global warming, or even invent a new Cheeto flavor. Calculating the collision date between the Andromeda and the Milky Way, or Hailey and Justin Bieber, will not lead to world peace.
And yet, there is tremendous power in our observations. Our celebrity observations reflect our collected values and beliefs as a society, in the same way that our astronomy observations reflect the laws of physics and the limits of science.

We make the rules.

Until we decide to break them.

Caught flirting with other men!

She Spends How Much on What?!

Afterparty Showdown!
KARDASHIAN WOMEN WILL DESTROY YOU!

Through research, discussion, and rigorous analysis, we ensure the laws that govern us on Earth—density, gravity, "proper" social conduct—are observed everywhere in the universe.

From our collected observations we have decided it is very bad to cheat on your spouse, gravity is almost always inescapable, and there are limits to your luminosity.

George gave his friends $1M each.

We dole out judgment and hear praise with equal fervor.

We delight in surprise.
WELCOME TO

HOW TO LIVE LIKE A STAR

A SHORT MEDITATION ON THE POWERFUL FORCES THAT RULE OUR SKIES AND SCREENS.

LET'S LEARN TO SHINE UNTIL WE DIE.
HOW TO LIVE

STEP 1: PICK YOUR GALAXY.

TO BELONG TO A RED GALAXY IS TO BE BIG, RED, AND DEAD. YOU PEAKED AGES AGO, MAYBE AS MANY AS 10 BILLION YEARS. WHEN STARGAZERS LOOK UPON YOU, EVERYTHING IS FILTERED THROUGH A SHEEN OF RED DUST.

TO BE A STAR WITHIN THE RED GALAXY IS TO THRIVE WITHIN A HIGHLY EXCLUSIVE AND DYSFUNCTIONAL FAMILY.

YOUR FAMILY IS FULL OF CHAOS, UNORDERED MOTION, CONFLICTING AGENDAS, AND YET YOU STILL TRIUMPH.
LIKE A STAR

YOUR FAMILY’S EXCLUSIVITY IS KEY TO YOUR SURVIVAL.

THE LESS MASS YOU MAINTAIN, THE LESS STUFF AROUND YOU THE LONGER YOUR GALAXY CAN LAST.

YOU ARE REMARKABLY DIM, ESPECIALLY WHEN COMPARED TO YOUR BLUE STAR COUNTERPARTS, BUT YOUR GALAXY’S STAR POWER ENDURES FOR MUCH, MUCH LONGER.

YOU ARE LEGENDARY TO MILLIONS AND MILLIONS OF GENERATIONS.
TO BELONG TO A blue galaxy

is to embrace a deliciously hot, short lifetime as a star. You belong to a galaxy with unwieldy arms that stretch in every direction.

There is an order to your ambition, a forward motion around a central bulge.

Everyone around you shares the same goal: to live to their maximum potential.

To be a star within a Blue Galaxy is to relish all 900 seconds of your 15 minutes of fame.

It is to dominate conversations.

Some nights, it might feel like you and all your fellow costars are all everyone can see.
And then you will be a footnote to a footnote in the universe's history.
STEP 2: REVEL IN YOUR ESSENTIAL PROPERTIES

YOU ARE BRILLIANT.

A SERSIC PROFILE — OR MAYBE A VOGUE COVER STORY, IF YOU'RE LUCKY — IS WHERE YOU'LL REVEAL YOUR DARKEST SECRETS.

YOU BELONG TO A GALAXY FULL OF BILLIONS OF OTHER STARS.

TOGETHER, YOUR COLLECTIVE LUMINOSITY REVEALS YOUR AGE AND THE RATE OF NEW STARS FORMING AROUND YOU.
YOU TAKE UP SPACE.

WANT TO LIVE A LONG AND STABLE LIFE?
BE A SMALL STAR,
LET YOUR POWER TRICKLE OUT SLOWLY, AND BRIGHTEN THE SKY FOR BILLIONS OF YEARS.

WANT TO CHANGE THE VERY ELEMENTS OF THE UNIVERSE?
FORGET SMALL!
AIM BIG, BURN THROUGH YOUR TALENT ’TIL THERE’S NOTHING LEFT, AND THEN FADE FROM EXISTENCE, TRAGICALLY TOO SOON.

SIZE MATTERS!

YOU WILL BE A CAUTIONARY TALE OF POWER, AMBITION, AND HOT SEX APPEAL GONE WRONG.

TRAGIC GLAMOUR
YOU ARE ON THE GO.

YOU ARE A BUSY BODY, HURTLING THROUGH SPACE AND BURNING THROUGH STAR POWER.

YOUR VELOCITY DISPERSION REVEALS HOW FAST YOU ARE MOVING WITHIN YOUR GALAXY, BUT MORE IMPORTANTLY, IT REVEALS WHETHER YOUR GALAXY'S POWER IS BEING DRAINED BY MYSTERIOUS FORCES.

FIRST SOLO FEMALE RAPPER

#1 ON BILLBOARDS HOT 100 IN 17 YRS.

THREE #1 SONGS ON BILLBOARD

MOST SIMULTANEOUS SONGS

BILLBOARD US HOT 100 BY A FEMALE ARTIST
STEP 3: SURVIVE EMBRACE

Whether you belong to a blue or red galaxy, you are still speeding through space, surrounded by billions of fellow stars and dust and other stuff.

Eventually your field, your galaxy, will stop making new stars, and with even more time, all the existing stars that ever belonged to your galaxy — including you — will die.

Unless!

Your galaxy collides with another galaxy. For your legacy to survive, you must pray for catastrophe — the more tremendous, the more fuel forming, the better. You must celebrate collisions! Take bold risks with your partnerships! Revel in new trends!
CATASTROPHE

THE UNIVERSE REWARDS THE RECKLESS.

GALAXY COLLISIONS ARE SO POWERFUL, THEY CAN REINVIGORATE YOUR GALAXY'S STAR FORMATION POWER AND PROLONG YOUR RICH TRADITION.
STEP 4: ACCEPT THE MYSTERIES OF THE UNIVERSE.

To live like a star is to accept that there are unseen forces guiding your rise and fall.

The vast majority of the universe—approximately 90%—is composed of energy and elements we don't entirely understand, but we know they exist.

We can point to where these forces break the laws of the universe, stretch things beyond the imaginable, and wreak havoc on ordered systems.

We're only just grasping their powers, hoping for answers.

Submit to the whims of the universe.
Step 5: Die with Grace

To die a star is to return to the universe.

Your elements—everything that made you brilliant—are dispersed amongst your galaxy, serving as fuel for future stars, and perhaps most relevant to us: life potential for unknown planets.

To be a star is to literally give it your all.
To be a stargazer is to know these elements live in us, little bits of luster, mystery and a drive to be great.

The End.