

Have you creamed this man?

JD, what do you know about [post image] This Man? Because this is an audio medium, I think it could be helpful for us to describe what we're looking at, but he looks kind of like Mr. Bean, also kind of like Andrew Lloyd Webber.

This Man is a meme, a worldwide phenomenon and possibly a man who has managed to cross the boundary into the collective unconscious.

This is the story as it was presented:

In January 2006 the patient of a New York psychiatrist presented their doctor with a drawing of a face.

The patient said they had never met the man in real life but that he appeared frequently and gave advice on her personal life in her dreams.

After a few days, another patient spots the drawing on the psychologist's desk and claims to recognize the face.

You may recognize this as a HIPA violation.

The patient says that he has never seen This Man in waking life, but is repeatedly visited by him in dreams.

The psychologist sent the drawing to other colleagues who had patients with "recurrent dreams."

Within a few months, four patients had come forward but were only able to identify the face as *This Man*.

The mystery circulated, and as it grew, more people came forward claiming to be visited by This Man in their dreams.

In 2008, the website Thisman.org was created by Andrea Natella.

The website features a list of dream descriptions.

I'd like to recount a few of these nighttime encounters with This Man:

" I dreamt this man... was Brazilian and very handsome. He was a schoolteacher type with 6 fingers on his right hand. He said if the US had a nuclear disaster: go North!"

"I fell in love with him from the very first time I saw him in my dream. Even though if I think about it I must admit he's really ugly. And yet each and every time, he sweeps me off my feet with his romantic gestures and sweet words. He buys me flowers, jewellery, he takes me out to dinner or to the beach to watch the sunset."

"The first time I had a dream about this man I was having a hard time at work. I had a dream about getting lost in a huge and deserted shopping mall. Suddenly this man appeared and I started running away from him. He chased after me for what seemed like an hour until I found myself against a wall in the kids' area in a supermarket. At this point he smiled at me and he showed me the way out towards the cash desks and I woke up. Ever since that night this man has appeared in all of my dreams and he always gives me directions to get out of the dream and wake up."

"I have never had homosexual relationships or even fantasies. But I dream about having sexing with this man all the time. I must admit he has a lot of imagination and he pleases me. Sometimes when I wake up I discover I have had a nocturnal emission."

The website includes the history of This Man recounted above, as well as a poster reading:

Every night, all over the world, hundreds of people see this face in their dreams. If this man appears in your dreams too, or if you have any information that can help us identify him, please contact us.

The posters' text has been translated into 35 languages, the website also includes pages showing the poster placed in the wild, as well as fan art and a news page.

The last post on the news page is from March, 2011, but the legend of This Man has remained active.

In a 2015 Vice News article Natella said:

It was during the winter of 2008 when This Man popped up in a dream. He invited me to create a website to find an answer to his own appearance. I used facial composite software and I took the first one I could find and designed his face: round shape, bushy eyebrows, thin lips, and a receding hairline. I circulated this draft among the colleagues of mine at my advertising office and among some international artists I know who all liked the project concept. I collected feedback and hints and so I built thisman.org, following This Man's instructions from that dream.

It took a year for thisman.org to gain traction, it also became clear what was really going as soon as it came under any scrutiny.

You see, Andrea Natella is a self-described “sociologist, marketing strategist and design fiction artist.”

Natella specializes in “subversive hoaxes,” and works in the European tradition of groups such as *The Situationists*, and *The Luther Blissett Project*.

Where is the line between Jackass style prank team and avant-guard artist collective?

Probably somewhere over the Atlantic.

You will recognize that 2009 is a while before the 2015 Vice News article.

Vice News issued a correction to the 2015 interview ***the day after they published it.***

But Natella is a professional, and he answered Vice's questions as if they were not about a hoax that had been debunked 6 years ago.

When asked if This Man spoke Natella said:

I'm afraid we don't have acknowledgment of his voice. Usually in our dreams we tend to remember more the visual part and rarely the audio one. It's very rare to find someone remembering a voice; at best they can remember a song. Usually This Man never speaks; sometimes he just stands by a door, and if he does speak, he uses a native language of dreamers.

When asked about This Man's actions Natella said:

Actually we have two big categories of dreams. The first one concerns typical nightmares where This Man scares, chases, kidnaps, and sometimes kills the dreamer. The second category is totally different. Here, This Man is friendly, he just stares at the dreamer sometimes helping him in such a way. It seems like a gnostic struggle between evil and good but it could also be a complementarity, as Yin and Yang.

Outside of this classification we have a mysterious phenomenon. Several dreamers report an "order" given by This Man. He says to "Go North." This imperative appears in very different kind of dreams, but there is no coherence between these dreams. We look forward to finding an explanation.

I hate to give anyone credit for improv abilities, but I think Natella deserves some.

Natella created a hoax character that has morphed into a persistent figure within the legends of the internet.

While the news on ThisMan.org has dried up, the *Ever Dream This Man* facebook page is still active.

Posting frequency ranges from a few months apart to a few days apart, and include descriptions of dreams featuring This Man, as well as images of This Man and This Man Inspired Art.

I personally think it's possible that the dreams on ThisMan.org may have been created by Natella, but I am inclined to believe that the dreams posted to the Facebook page could be authentic.

There is a difference in tones and there are way more writing styles present on the Facebook page than on the website Natella created.

I'd like to read a few of these:

Dream from Kuwait, posted April 14, 2020:

One day i was in the zoo with my family.. Then suddenly all the wild animals were released and everyone was dying and running away.. But while i was outside someone pulled me from behind and throw me in a truck he was wearing all black and like those robber's masks. Then he slowly removes his mask and i see "This Man" i was surprised

when i saw his face all over the internet and scared. after that he throw me back out and i hit my head and woke up.

Dream from India, posted June 7, 2020:

I saw this man in my dreams around 3 weeks ago. In my dream I was riding a bike and then he appeared suddenly in front of my bike and I click the brake and after the accident I only heard his words that human will extinct soon and i woke up around 4 to 4.30 am.

Dream from Mongolia, posted August 7, 2019:

A week ago, I've dreamt about this man. He was telling me nothing for a while and then began to talk. I don't remember most of his talk but something like "bultaoreune" and "fayaaaaah" is memorable. We might've been in relationship because I said smth like "let's kill this love". He answered "rumpumpumpum". So I concluded that he is some kind of alienish thing.

I read through every dream on this page back through 2018.

I agree in general with Natella's categorization of the stories in the Vice News article.

This Man is occasionally menacing, sometimes helpful, and always cryptic.

However, not once, was I able to find an example where This Man busts it down sexual style.

The example from Mongolia is as close as it gets.

So Natella won the war, he was able to create a face that's become globally known and still haunts our dreams.

But he lost the battle to make us all horny for This Man.

Given that there are likely people who have dreamed of this man, I feel compelled to say that I do believe in This Man.

The barrier between the conscious and subconscious mind is permeable, and as I think we both believe, no one is immune to propaganda.

Factual reality is less important than a compelling concept.

Before ThisMan.org, was there some horned up little freak crashing everyones unconscious mind? No.

But 14 years later, he's still here, lurking in posters and shitposts, and creeping into our dreams.

This Man is here to stay.

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