

Burning Cool

Why Doing, Creating and Participating
is the New Cool

By: Elaine Joli

www.BurningCool.com

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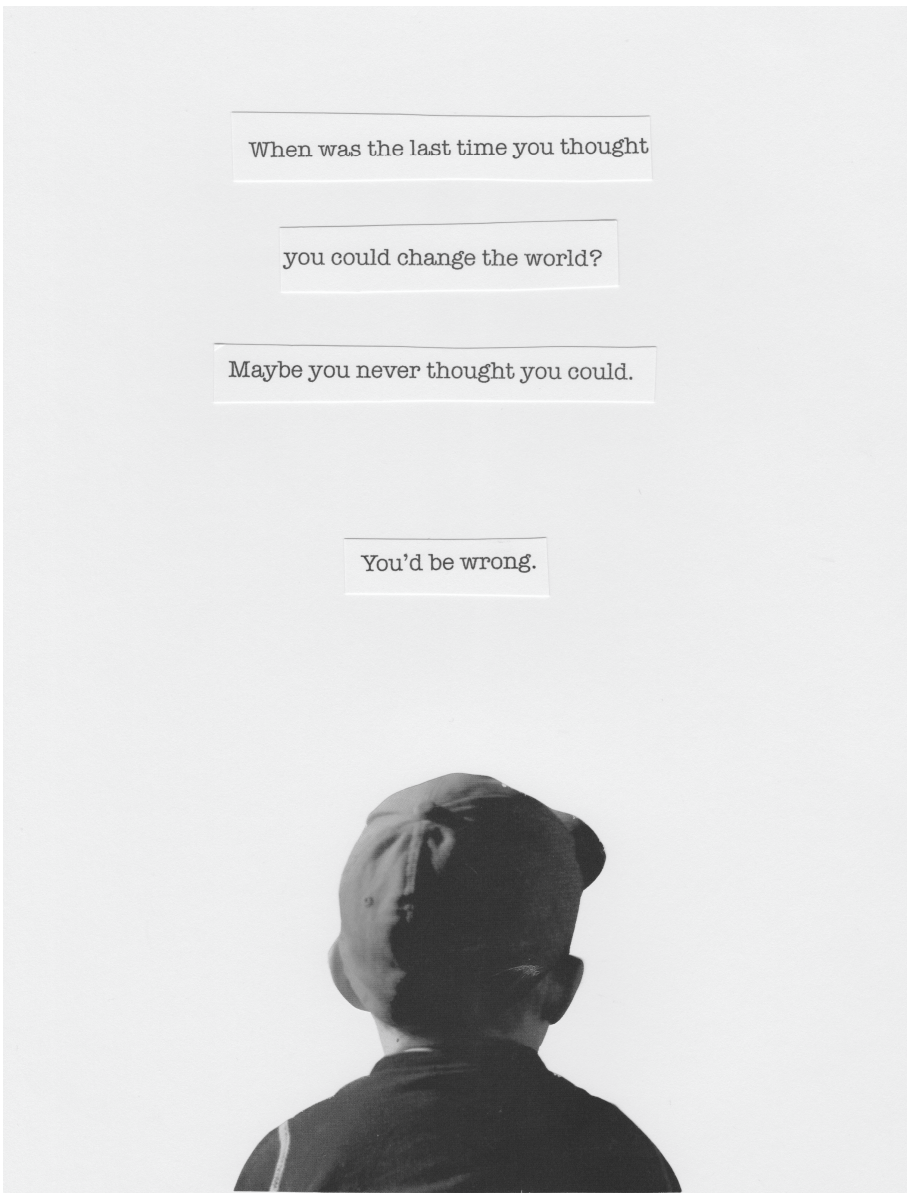
A love letter to America

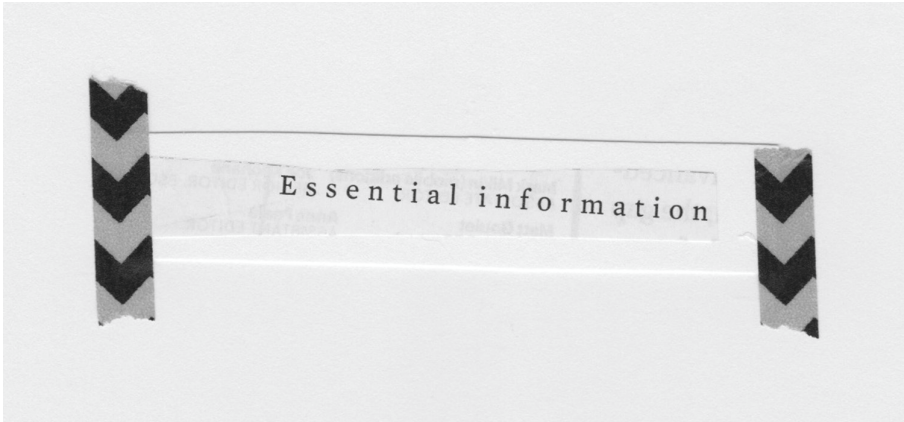
When was the last time you thought

you could change the world?

Maybe you never thought you could.

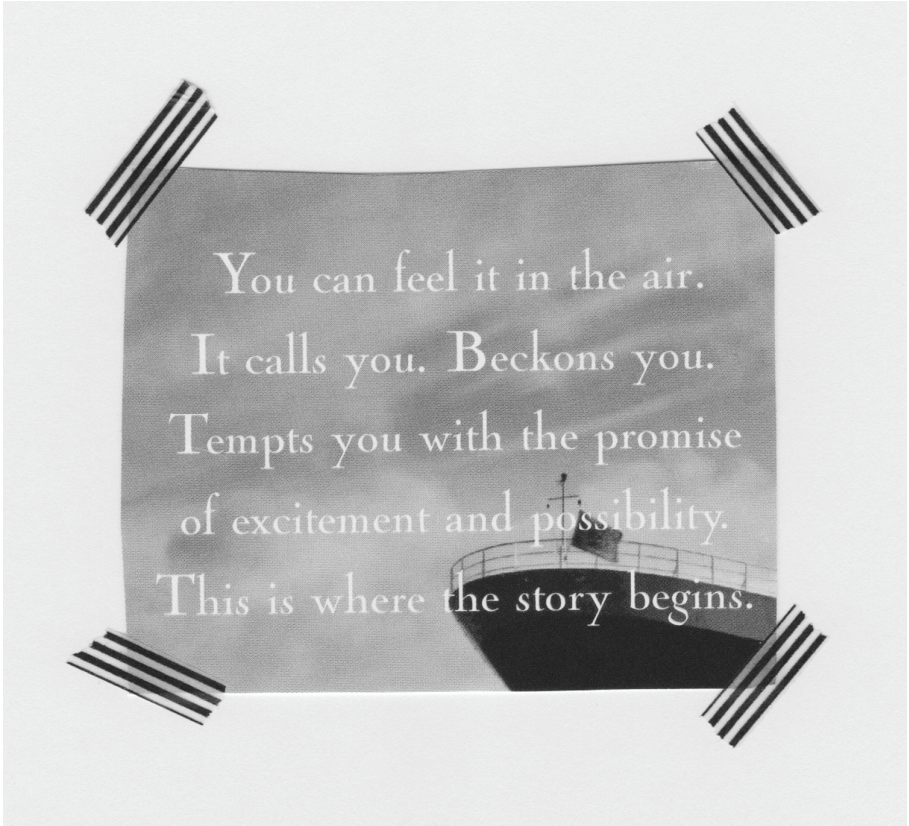
You'd be wrong.





“People say that what we’re all seeking is a meaning for life. I don’t think that’s what we’re really seeking. I think that what we’re seeking is an experience of being alive, so that our life experiences on the purely physical plane will have resonances with our own innermost being and reality, so that we actually feel the rapture of being alive.”

Joseph Campbell, *The Power of Myth*



Introduction

A lot of us want it, have it... or think we have it. Some of us can't live without it, and some even think they know how to manage it. Most of us seek it, even if we don't admit it or even deny it. It's been the most sought after "it" in the twenty-first century.

What is it?

the

cool

factor

Cool seized our vocabulary and permeated, saturated and percolated through our contemporary culture to such an extent that it has become the Emperor of Necessity.

Today, the platinum card of relevancy is Being Cool, Having Cool, Wearing Cool, Selling Cool and Explaining Cool. Cool is prized. It's sought after and fought over by brands, corporations, tech, fashion, music, entertainment, celebrities, sports, transportation, the arts and education. It's prized by teens, tweens and Queens. By ordinary folk and not so ordinary folk.

Arguably, Cool is one of the most powerful economic and social drivers since the evolution of the stamp pad to the mouse pad and from Elvis Presley to Elvis Costello. It's about status; being accepted, elevated, rewarded, admired and recognized as something more than you are.

Age, economic, social or professional status be damned. Niche Cool is everywhere. We have achieved complete saturation in every demographic and cohort.

In a 2014 American Cool photo exhibition, The Smithsonian National Portrait Gallery included portraits of Walt Whitman, Frederick Douglas, Georgia O’Keefe, James Dean, Bob Dylan and Chrissie Hynde.

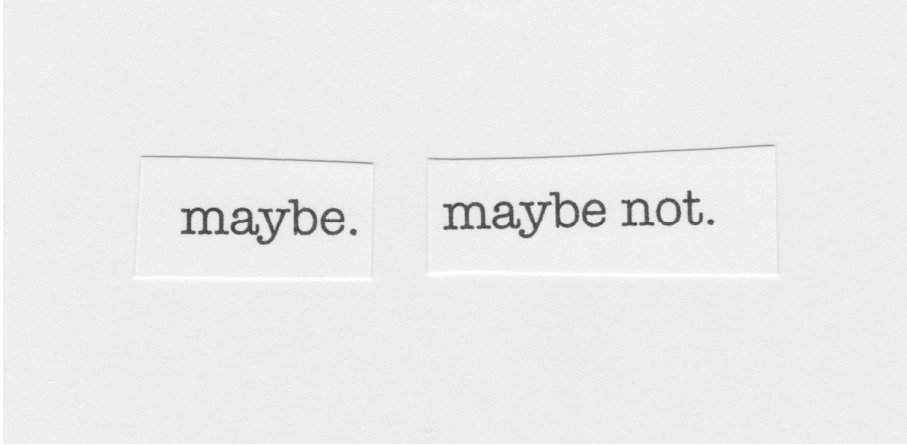
“To be cool means to exude the aura of something new and uncontainable. Cool is the opposite of innocence or virtue. Someone cool has a charismatic edge and a dark side. Cool is an earned form of individuality.”

But in the last few decades, the idea of autonomy making someone cool is a rarity. Today’s cool is about having things, buying things, owning things, driving things, wearing things, tweeting things and posting things.

But it has become a game no one can win.

What if the next movement is a paradigm shift where Cool was about something else? Could we elevate ourselves to something better? Could we change the world by adding one little verb?

Too lofty an idea?



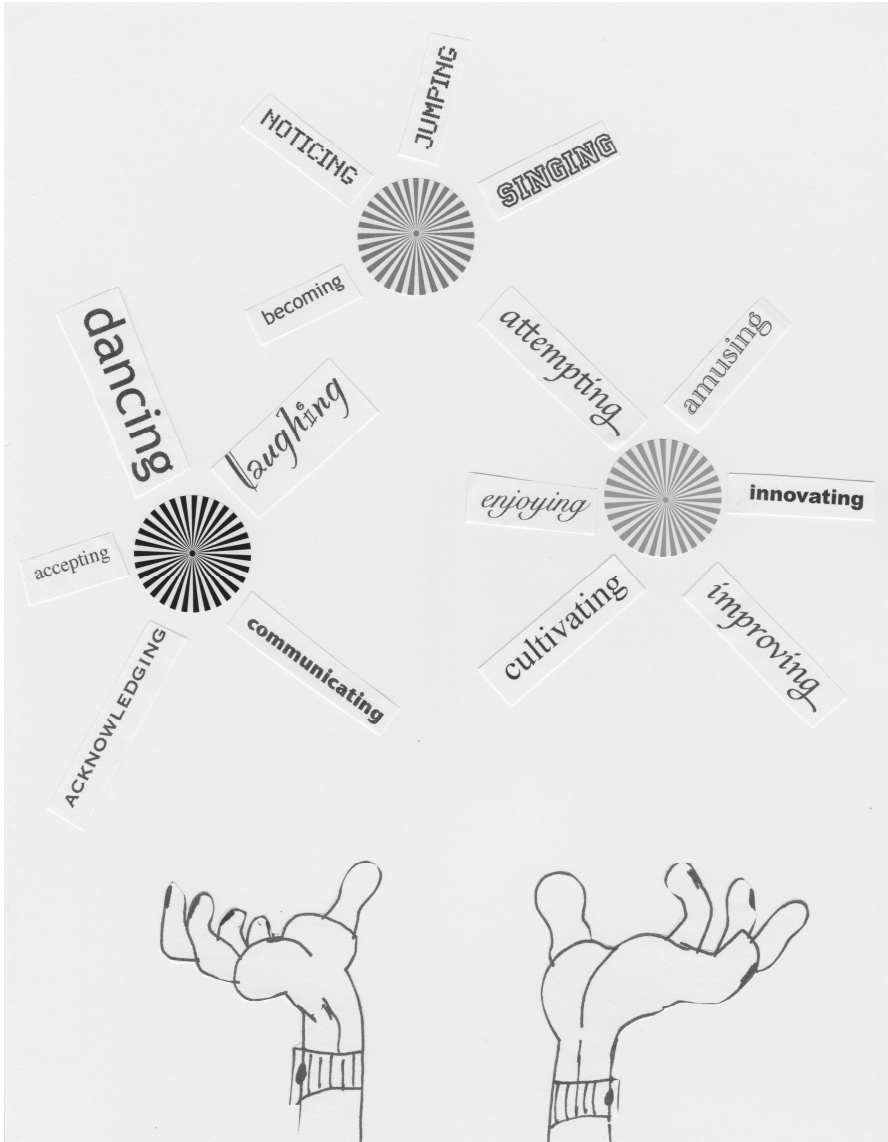
maybe.

maybe not.

Cool vs. Burning Cool

We can think of Burning Cool as a form of energy - of doing and making things happen.

Burning Cool is an **action**; it's about **zinging the "ing"**; it's about activating your **verbs**.



Doing. Bringing. Inventing. Surprising. Innovating. Cooperating. Helping. Promoting. Supporting. Connecting. Collaborating. Protecting. Validating. Sharing. Cultivating. Enjoying. Developing. Disrupting. Dreaming. Pushing. Creating.