

ALL CATEGORIES

## QUANTIFIED SELF

52' (GER)

**Self-optimization starts with quantifying your own performances and habits.**

Slimmer, fitter, healthier - that's what many people want to be today. Some collect data about themselves and use state-of-the-art technology and apps to achieve this goal. The theory of self-optimization has started a movement known as the Quantified Self. This movement, which took root in 2007 in the USA, was created with the aim to get the most out of every aspect of one's life, whether it be through fitness, nutrition or mental awakening. Thanks to modern technology and Apps, people can now moderate the condition of their bodies as well as their spirits and as such accomplish a level of living that has never before been reached.

Original Title: Quantified Self - Das perfekte Ich

Year: 2016

Produced by: Caspic Media, Autentic

