



# Hello, I'm Special: How Individuality Became the New Conformity

*Hal Niedzviecki*

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"Hal Niedzviecki is one of the wisest, funniest and most acute cultural critics writing today."—Naomi Klein, author of *No Logo*

Hal Niedzviecki has a blunt message for the army of tattoo and piercing enthusiasts, bloggers, skateboard warriors, and anyone else walking around with the smug certainty that they are one of a kind: Individuality is the new conformity.

Niedzviecki's meditations touch on everything from designer religions to webcasts, from reality TV to the endless "everybody is a star" platitudes of global pop culture. The result is a smart, witty, and impassioned argument that shatters the you-can-do-anything pop myth and exposes the paradox of individualism.

**Hal Niedzviecki** is the founder of *Broken Pencil* magazine and the author of *We Want Some Too: Underground Desire and the Reinvention of Mass Culture*.

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