@re_plicah aka Sabrina PERSONA



"I'm an eternal being: the creator of my own experience, here in this time-space-reality." 👽 🔊 🔌 🎠 🥟

Aae: 38

Work: Creative Director,

Photographer, Content Creator,

Artist, Inspirer

Location: Biel, Switzerland

Character / Archetype: The Lover /

The Creator



I've inexhaustible energy. I'm optimistic and empathetic. I can always rely on my creative and witty ideas.

Personality

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Introvert	Extrovert
Thinking	_ Feeling
Sensing	Intuition
Judging	Perceiving
Creative	Analytical
Active	Passive
Unimaginative	Resourceful
Organized	Messy

My Goals

- To inspire people to follow their dreams
- To bring a huge art installation around the world
- To unite humanity in creativity
- To swim with whales
- To build my huge modern house in nature, with my own hands

Frustrations

I realize that today's world is largely a society of consumption.

People only buy and follow - hardly dare to leave their comfort zone and satisfy themselves with cheap products. I want to motivate people, especially my community, to know their own values, stay true to them and become active.

To leave their comfort zone and realize their own dreams.

Bio

I was born Sabrina Tanja Bühlmann in Bern Switzerland.

I grew up as a very creative kid. After compulsory schooling, I went to art school in Bern.

After that I did the official training as a commercial photographer and successfully completed this apprenticeship after 4 years and received the official federal certificate of competence.

Since I was 21 years old, I have been working as a freelance artist, creative director, photographer, musician and model.

I realized numerous advertising campaigns and produced over 500 videos in my career (over 51M views on YouTube) for national and international brands - and won awards for my works in photography, film and music.

I was booked as the main act for UEFA Champions League festival in front of the Brandenburg Gate in Berlin.

My heart beats for and inside the)'(Burning Man community and culture. I'm interested in NFT, sports, web3, innovations, tech and art. And I have a huge heart and two baby turtles.

Preferred Channels

Traditional Ads

Online Content & Social Media	
Referral	
Guerilla Efforts & PR	
Motivation	
MOtivation	
Incentive	
meentive	
Fear	
Growth	
Power	
Social	

Values

I honor virtue

I benefit with gratitude

I am peaceful

I respect the property of others

Laffirm that all life is sacred

I give offerings that are genuine

Llive in truth

I regard all altars with respect

I speak with sincerity

I consume only my fair share

I offer words of good intent

I relate in peace

I honor animals with reverence

I can be trusted

I care for the earth

I keep my own council

I speak positively of others

I remain in balance with my emotions

I am trustful in my relationships

I hold purity in high esteem

I spread joy

I do the best I can

I communicate with compassion

I listen to opposing opinions

I create harmony

I invoke laughter

I am open to love in various forms

I am forgiving

I am kind

I act respectfully of others

I am accepting

I follow my inner guidance

I converse with awareness

I do good

I give blessings

I keep the waters pure

I speak with good intent

I am humble

I achieve with integrity

I advance through my own abilities

I embrace the Universe











FORGET

forget ages forget sizes forget colors forget name-tags forget price-tags forget sexual orientations forget races forget species

- just love and respect

Community / Target Group PERSONAS of @re_plicah







Malika

"A First Sign of the Beginning of Understanding is the Wish to Die." — Franz Kafka

Age: **24** Pronoun: She/Her

Work: Designer, Content Creator Location: Berlin, Germany

Pas

"Love is not a crime"

Aiko

"Whatever you lose, you'll find it again. But what you throw away you'll never get back." — Kenshin Himura

Pronoun: She/They

Work: Market Research Analyst Location: Los Angeles, USA

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Personality

Pronoun: Non-binary

Work: Software Engineer

Location: New York, USA

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
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Personality

Introvert	Extrovert
Thinking	Feeling
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Malika

- Is vegan
- Loves her dog
- Is self-employed as a designer
- Attaches great importance to sustainability and ethics
- Writes poems
- Has been married for 2 years
- Loves independent music artists

Pas

- Loves techno
- Works remote
- Lives in a Loft-Apartment
- Likes to dress up as a Drag
- Is politically active for the LGBTQ community
- Loves Criminal Netflix series
- Collects NETs

Aiko

- Tailors their cosplay costumes themself
- Goes to Burning Man in Nevada every year
- Draws naked anime women
- Likes going to sex-positive parties
- Attaches great importance to highquality cosmetic products
- Is a free spirit/single for 3 years







Azaima

"Diversity lasts when it no longer has to be the subject of a story." — Robin Givhan

Placide

Age: 34

Pronoun: He/Him

"Societies in decline have no use for visionaries." — Anais Nin

Josh

Making mistakes is good... Because you learn from mistakes... However, you should only make the same mistake once, because each additional time is a decision!

Work: YouTuber, Videographer

Age: 38 Pronoun: He/Him

Work: 3D Animator, NFT Artist Location: London, UK

Personality

Age: 33

Pronoun: She/Her

Work: Movement Pedagogic / DJ

Location: Tokio, Japan

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving
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Introvert Extrovert Thinking Feeling Sensing Intuition Perceiving Judging

Personality

Location: Berlin, Germany

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Azaima

- Is incredibly sporty
- Loves high fashion brands
- Mixes tracks as a DJ on weekends
- Loves all her technical gadgets • Can relax with cyberpunk video
- Likes to experiment with makeup • Has tattoos

Placide

- Is very eloquent
- Is interested in the society of the future
- Loves the movie Blade Runner
- Has over 3 million subscribers on
- · Loves his mother madly
- Has never been abroad • He dreams of a permanent
- relationship with a guy who looks like Scott Eastwood

Josh

- Is very sensitive
- Lives alone
- · Likes to travel the world • Makes good money with his
- NFTs in the Vaporwave genre Would like to learn to produce
- Is active on Discord, Twitter, and
- Instagram • Has a sarcastic but charming sense of humor