A *Web* WORTH WANDERING

THE RADICAL INTERNET AND YOU

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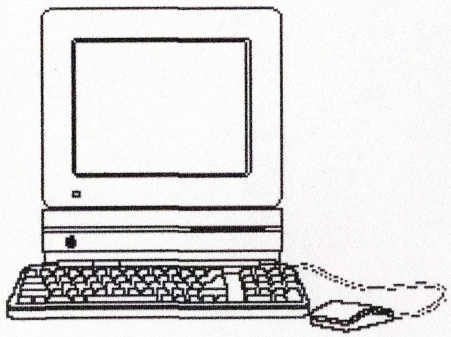


Introduction

We all miss "the old internet" and we're all tired of social media. But what does that really mean?

We have all grown tired of the homogeneity that is the internet as we know it today. We are tired of the advertisements and the algorithms, and the constant pressure to chase trends we don't even care about, just to be seen. Especially as artists, it feels almost impossible to carve out a space that is truly our own, free of a third party – unmistakably yours.

So what do you do? You join the **indie web.**

What is the indie web?

The indie web is quiet yet radical. The indie web today is what the old internet was – filled with personal websites and rabbit holes for you to go down, places where people could pour themselves into their own digital creations free from corporations and capitalism. Back then, the internet was weird and wonderful, deeply personal, and fun.

And the truth is, it still can be. The internet can still be a web worth wandering.

Walled Gardens

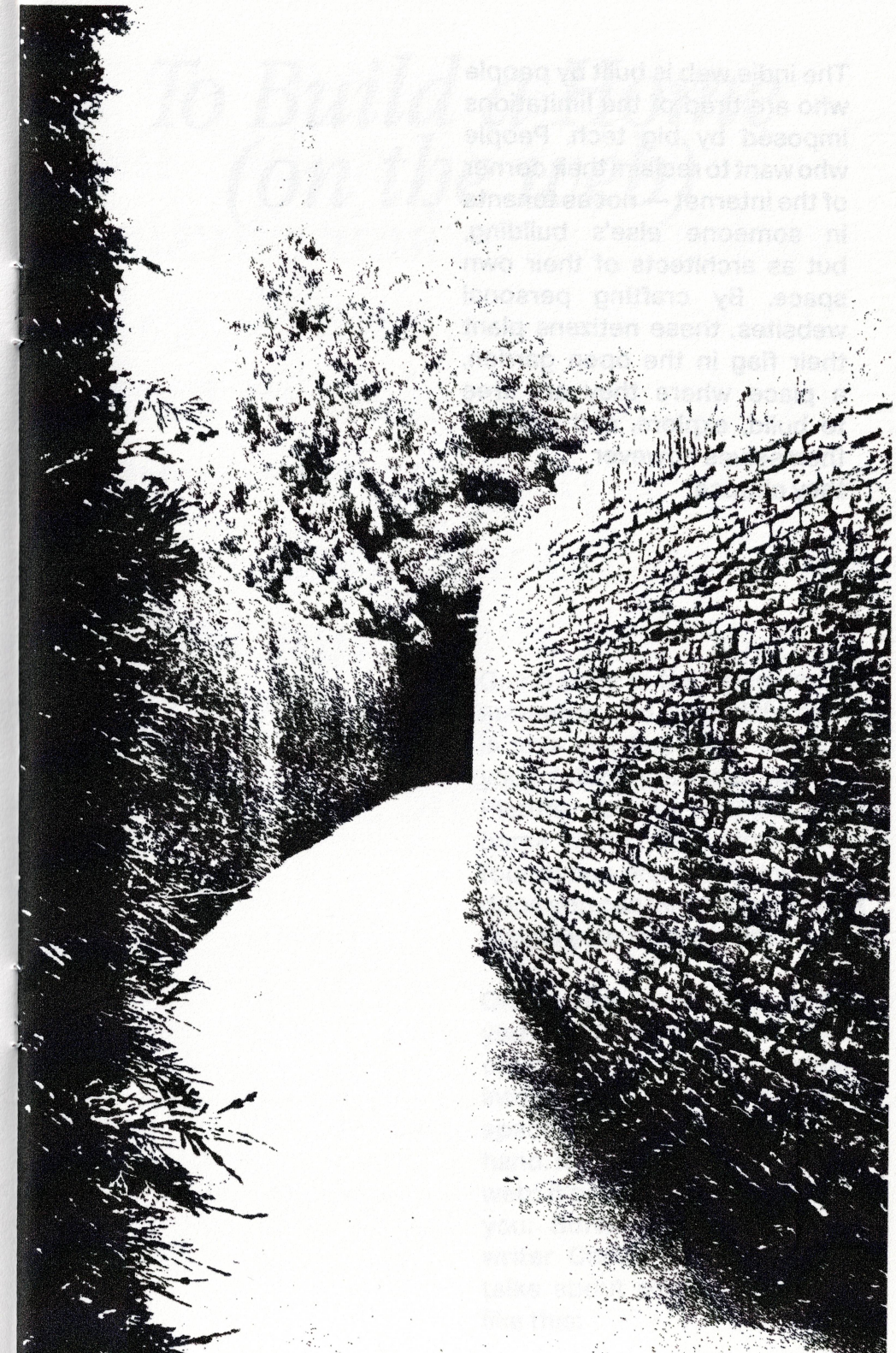
Tech people often describe today's internet as being filled with walled gardens — platforms like Facebook, Instagram, and others that keep you locked inside their controlled ecosystems. By definition, a walled garden is "a software system where the carrier or service provider controls the applications, content, and media." But what does that really look like?

Imagine Facebook or Instagram as an apartment building. You've got your own space, and just outside your front door is a neatly trimmed little garden, surrounded by a high wall. You can wander the garden, sure, but you can't leave. Beyond that wall is the vast, open world of the internet: endless, unexpected, unpredictable. Inside the walled garden, you're protected from certain risks, but you're also kept away from the information, possibilities, and freedom that lay beyond.

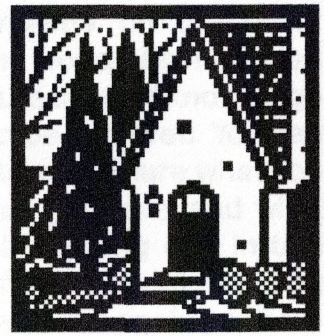
Surveillance capitalism only makes the situation worse, think of third-parties setting up cameras inside of your apartment – and that's no way to live.

So what does this have to do with the indie web?

The indie web is the opposite of a walled garden. It's an open field: sprawling, untamed, and free. It might take a little more effort to navigate, but it's there for everyone. No locked gates. No gatekeepers. No third parties controlling what you can or can't see, do, or create.



"Stumbling upon these websites was a bit like walking into their physical house, leaving your shoes by the door and, glass in hand, taking a peek at the spines of their books, their record collection, the picture frames on the wall, or the tidbits they displayed on the sideboard."



More Reasons to Join the Indie Web

1

A Place to Call Your Own

Again, your personal website is your house. You can share what you want in a decentralized way, free from paywalls, advertisements, and tech companies. This house is yours and that won't be taken away.

2

Forget Social Media

With the way that social media is going today, the plug could be pulled at any given moment. What will become of your vacation pics and meme dumps? Social media is unpredictable, but a website is in it for the long-term. Share vacation pics and memes as you please.

3

Personalization

Perhaps the most appealing part for many is the ability to customize your site to look however you want, and to be about whatever you want. Want your site to have that authentic early 2000s look – bombarded with gifs and looking like a scene kid threw up all over it? You can absolutely do that. Want it to have shrines to all of your hot fictional video game crushes? Go for it.

4

Exchanging Knowledge

The pursuit of knowledge should be free, and the indie web embraces that! Whether you're looking to dive into niche hobbies, or read reflections from someone on the other side of the world, the indie web is a treasure trove of knowledge waiting to be explored. You can contribute, too! Share what you know, what you love, and what you're still figuring out. In this corner of the internet, learning is a collective, ongoing effort.

Conclusion

By now, you've probably already felt it — that pull toward something quieter. So go ahead. Build your house. Plant your corner of the garden. The indie web is waiting.

Make your space weird. Make it tender. Make it everything you are and nothing you're expected to be.

The truth is the internet never died, it's just been hiding behind the wall, waiting to be found again.

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