



**A deep dive into party culture: memes,
archetypes, nightlife psychology, escapism
& the paradox of speed**

72 HOUR



PARTY





So what's your take?



SubwayTakes

**It's actually good
for you to party
for 72 hours.**

A

Affective Drop
Afterhour
Anxiety Spike
Arousal Level
Awareness Team

B

Baseline Reset
Bender
Blackout
Body Dissociation
Brain Zappies

C

Cabaret Aesthetic
Cognitive Overload
Come-Down
Come-Up
Comedown Blues
Consent Culture
Crowd Energy

D

Dancefloor Etiquette
Dehydration
Derealisation
Disinhibition
Door Policy
Downer
Drug Checking
Drug Cocktail

E

Eating Break
Emotional Blunting
Emotional Spillover
Energy Management
Euphoric Appetite Loss

F

Fight-or-Flight Overactivation
Flashback
Flow State
Food Fog

G

Grounding
Group Synchrony

H

Hangover
Hotspotting
Hunger Crash
Hypervigilance

I

Intensity Level
Introspective Drift
Irritability Spike

K

K-Hole

L

Limbic Hijack
Line-Up
Looping
Lost

M

Microdosing
Mood Hangover
Moral Panic (Self-Panic)
Munchies
Mutual Aid

N

Night Hunger
Nightflow

O

Overdoing
Overheating
Overidentification
Overstimulation
Overcompensation
Overdose

P

Panic
Parasocial Projection
Peaking
Power Nap

R

Raver's High
Rebound Anxiety
Redosing

S

Safe Space
Sensory Exhaustion
Setting
Shut-Down
Social Masking
Soundbath
Substance Use
Sugar Reboot

T

Thought Fragmentation
T-Break
Trip
Trip Sitter

U

Understimulation
Upper

V

Vibe
Vibe Shift
Vulnerability Window

Z

Zen Zone



GLOSSARY.

IMPRESSUM.

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EDITORIAL



It's about trying to understand it and how internet culture can turn something so destructive into something familiar and even glamorous. We want to explore this phenomenon because it's not abstract to us. It's personal and present.

This zine is our attempt to look at that world with clarity, not from the outside, not from a place of moral superiority but from the middle of it. With honesty, curiosity and with the hope that naming things gives them weight, shape and maybe even understand it

This project began as a conversation between Heaven and me. I lived in Berlin for some time, a place where party culture doesn't feel underground at all, but almost woven into the rhythm of the city. Heaven travels there often, and even outside of Berlin we've found ourselves surrounded by people who move through similar cycles: the highs, the lows, the disappearances, the Mondays. We've both been close to this scene, not just as observers, but as people who understand its language, its codes and aesthetics and most importantly its promises. We've spent countless nights in these spaces, listened to stories and watched friends push themselves past their limits. We have seen people romanticise it, document it, laugh about it and survive it.

THIS ZINE DOESN'T WANT TO JUDGE THAT WORLD, NOR EXPOSE IT. BUT DOESN'T WANT TO ROMANTICISE IT EITHER.

Ambra & Heaven

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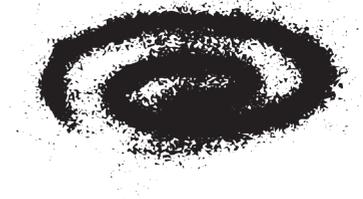


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CLIMBER (Pierced Rosebud), 2020

aqua resin, fiberglass, polyurethane foam, styrofoam, steel, vinyl, pleather, synthetic hair, wood, acrylic nails, crosses, faux fur, plywood, steel bracket

160 x 280 x 170 cm

63 x 110 1/4 x 66 7/8 in

unique

INTRODUCTION.

THE PARADOX OF SPEED.



EVERYDAY LIFE keeps getting faster, louder and more demanding. The urge to disconnect grows stronger. To let go for a night, or a weekend, or longer. But the escape often mirrors the very rhythm we're trying to avoid: intensity, speed, exhaustion. People end up needing rest from the way they mentally "rest".

PARTY CULTURE grows in this tension. It's both a symptom of acceleration and a reaction to it. A quick shortcut out of routine, a promise of instant freedom, a space where the rules of the weekly disappear.

ONLINE, this desire is flattened into aesthetics and jokes. Memes claiming that "72 hours benders are, actually, good for you". Edits that romanticize dissociation, content that turns exhaustion into a look. Between irony and idealization, the line becomes thin.

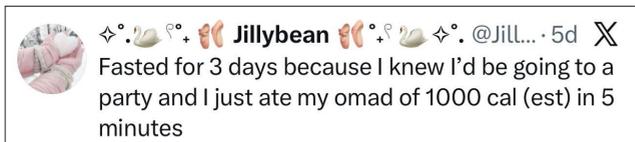
This **ZINE** explores the paradox of how we rest from chaos with chaos, why we chase escapism, how the culture shapes us and what happens when the party ends.

chemsex



elevated
substance
abuse

dark nihilist



works in more than one club as a
sound engineer. sleeps 3 nights
per week



eating cigarettes

chaotic
slay

OnlyFans afterparty livestream

 **the larry bird of smoking crac...** · 27.06.2024 ✕

The Eternal Salesman is scorned and forsaken by all around him. He must rise early with a hangover and rest late after a bender. He will work hard to pass the buck off. Forever, he is doomed to go on trips to party. Fuck you, nerds. You will never understand this pain.

    53  



certified 365
party girl

 ✨ **Harley Stein** 🏳️‍🌈  ✨ @har... · 21.09.2025 ✕

I just wanna party party party party party
Party till I die

parties nonstop thursday thru monday

euphoric
messy cute

 **inas** @lilsuziihurt · 08.10.2025 ✕

i love being the bender friend

yes ill go
yes ill pre
yes ill open
yes ill close
yes ill do afters

& yes we can do it all again and again

 6  224  1.3K  46K  

only does
uppers

breakdown
(not slay)

intentional rally vomiting to
continue partying

BOUND

TO

Sara Asnagli, Blister #2



BREAK



ADDICTION AND

NORMALISATION.

For as long as it's been documented, party culture uses drugs as a recurring habit instead of an occasional experiment, and many treat it as normal, as an expected part of nightlife. The transition from "just a weekend thing" to a long term pattern often happens very quickly and unnoticed, disguised by humour, aesthetics and the illusion of control. To justify the habit, people often construct personal rules that sound responsible but function as psychological safety nets: "i don't do it during the week" "i only do it in certain cities" "i only do uppers" "i only do it in the club" "i can stop when i want to"

These boundaries create the comforting sense that everything is under control, that the person is making rational choices. But the lines blur quickly. Exceptions become habit and rules become flexible. Many benders start for emotional reasons rather than purely recreational ones.

People commonly turn to substances to: prolong a sense of connection or belonging; escape emotional heaviness; avoid loneliness or overstimulation; switch off intrusive thoughts; replace boredom with intensity; cope with stress, burnout, or everyday emptiness. Over time, the coping mechanism becomes a familiar routine, a way of regulating emotions, socialising and structuring weekends. Eventually, it can morph into identity. The "party version" of someone becomes the version they like best, even if it comes at a physical and emotional cost.

Exhaustion as a normal state
Repeated benders lead to a specific kind of exhaustion, not just lack of sleep, but a deeper cumulative depletion. Yet in online spaces, the exhaustion is framed as funny, relatable and aestheticized. Dark circles become symbols, messy apartments become memes and burnout itself becomes part of the culture.

COCAINE



UPPER,
social confidence, energy,
avoiding emotional depth

MMC 3 - 4



UPPER,
intense euphoria, height-
ened sociability, overstimu-
lation, emotional impulsivity

KETAMINE



DOWNER,
dissociation, escape, slowing
down overwhelming thoughts

SPEED (AMPHETAMINES)



UPPER,
stamina, productivity, en-
durance, social alertness

GHB

DOWNER,

relaxation, lowered inhibitions, emotional warmth, risk of losing control



MDMA

PSYCHEDELIC,

connection, affection, warmth, emotional release



2C-B

PSYCHEDELIC,

amplified visuals, heightened sensitivity, playful euphoria, unpredictable emotional swings



People customise their “cocktails” according to their emotional needs, often without realising how deeply psychological the choices are.

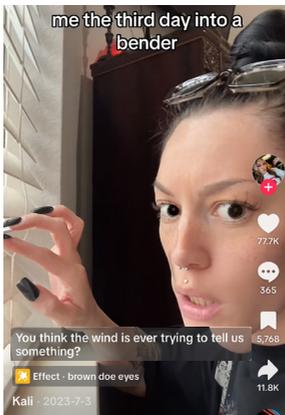
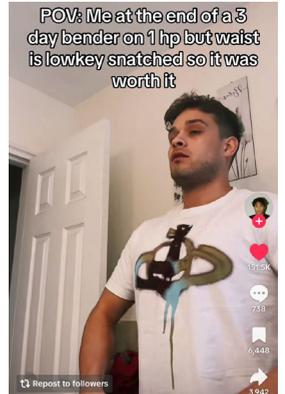
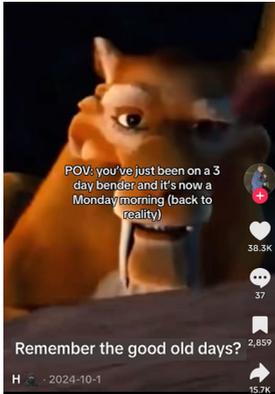


HUMOUR AS ARMOR

Humour works as a social shield. By framing self-destructive or compulsive behaviours as memes, people can acknowledge their habits without confronting them directly. A 72-hour bender becomes “haha same” content. Feeling unwell on Monday becomes relatable instead of concerning. This ironic distance makes it easier to belong, even at the cost of long-term wellbeing. Over the past decade, the internet has transformed extreme self destructive behaviour from a subcultural habit into a fully developed trend and aesthetic. What was once something hidden, the exhaustion, the impulsivity, the 3 day come-downs, now circulates openly on TikTok, Instagram, X (Twitter), and finstas, hidden behind humour, irony and visual style. Meme culture actively shapes how people understand it.



me at the bar next to the berghain floor on monday morning



POV and relatable memes are one of the most powerful formats shaping the online identity of party culture. They usually take the form of short TikTok or Reels based on a sound. Even negative or physically draining feelings become softened, treated as funny or normal.

"I don't do drugs" starter pack



after's be like

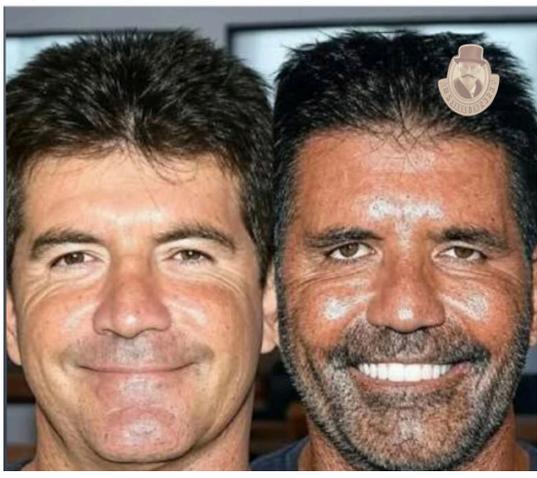


72 hours of partying in Neukölln



Before 3 day Bender

After 3 day Bender

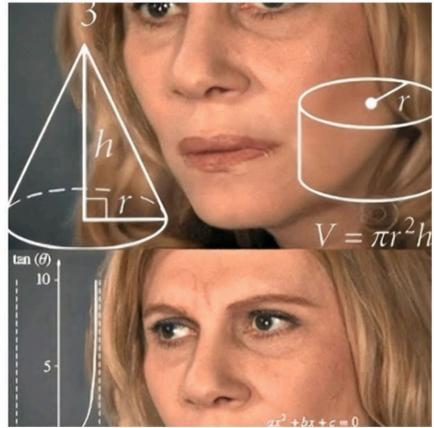


the larry bird of smoking crac... · 27.06.2024 ✕

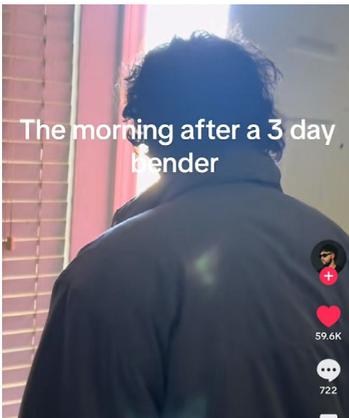
The Eternal Salesman is scorned and forsaken by all around him. He must rise early with a hangover and rest late after a bender. He will work hard to pass the buck off. Forever, he is doomed to go on trips to party. Fuck you, nerds. You will never understand this pain.



Trying to figure out how to fit 96 hours of Berlin Art Week and 72 hours of partying into one week



Berlin before corona Berlin now



COCAINE CHIC MAKES A COMEBACK.



The aesthetic - hollow cheeks, visible collarbones, smudged makeup, messy hair, pale skin, eyebags - originally appeared in the late 90s and early 2000s.



It was tied to fashion photography and runways: models styled to appear fragile, exhausted and on the verge of collapse (tied to drug use). It was controversial then, and its revival today carries similar judgement, especially because it often romanticizes a lifestyle that should rather raise concern.



Now the coke aesthetic glorification has returned, not thru fashion this time but thru online youth culture, Instagram trends, TikTok edits and club photography. It has resurfaced in a new form: not glamorous in a luxury sense, but glamorous in a raw chaotic, nightlife way.



Online pop culture aligns closely with this wave. For instance Charlie XCX's "365" became a soundtrack for the era. With lyrics like "When I'm in the club, yeah, I'm bumpin' that", "Should we have a little line?" "Wanna go real wild when I'm (bumpin' that)" "Push my hair back, I look hot when I'm (bumpin' that)", "No, I never go home, don't sleep, don't eat" this album is the sonic equivalent of dancing through a comedown with sunglasses on. Fans used the song in edits that celebrate the "messy hot party girl(*)" archetype: merging club exhaustion with digital coolness.

This lifestyle was allowed to become glamorised again with the excuse that it's a packaged as an aesthetic and not as reality. on social media it's obviously edited, filtered, framed in cool lighting and curated to look effortlessly chaotic. but the reality of this lifestyle (addiction, comedowns, illness, anxiety) is never shown. The aesthetic becomes the product, not the truth.



It's dangerous, without moralising, because this online trend hides the parts that are frightening: addiction, health consequences, mental health and deterioration, emotional instability, dependency on substances, and more. The human cost disappears behind the fashion of it. The internet rewards extremes: mild behaviour doesn't go viral.

CONTRAST DOES. COLLAPSE DOES. CHAOS DOES.







DRUG USE, PARTY AND BENDER RELATED SPACES



toilets
moments of quiet, refuge or
discreet drug consumption



public spaces
usually transitional,
streets, bus stops, pu-
blic transports, uber

chill area
low energy, private
afterparties domestic
nightlife, safe spaces



clubs
chaotic, festi-
vals, home par-
ties, bar, spatis



digital overlay
instagram stories,
livestreams, confes-
sions, reels, tiktok

THE PSYCHOLOGY

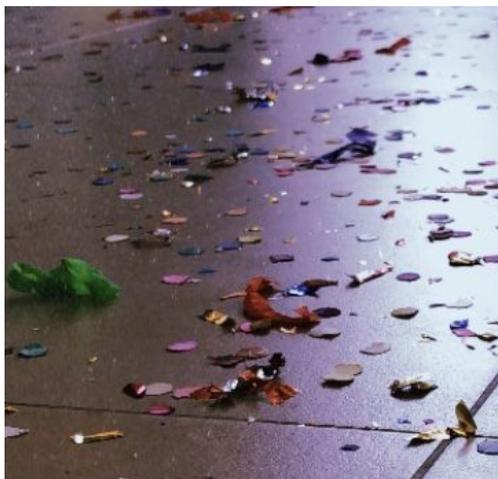
THE BENDER IS NOT PLEAS
DISSOCIATION AS SALVATION -
NIGHTLIFE RECASTS IDENTITY IN FLICKERING
FEAR IS NOT MISSING F
TRIBAL RHYTHMS STITCH
SUBCULTURE MYTHOLOGIZES
EUPHORIA CRASHES INTO DESPAIR,
NIGHTLIFE IS THE SHADOW REALM TO
A SANCTUARY F

DISSOCIATION AS SALVATION

The night is not a playground but a refuge from relentless thought, a sanctuary from the suffocating self. Movement-heavy and noise-loud, the body outruns the mind's collapse. Each beat silences the endless inner monologue until the self recedes into shadow, and relief becomes a fragile absence.

NIGHTLIFE AS IDENTITY LABORATORY

Darkness cloaks experiments in selfhood: louder, queerer, wilder, softer. The night is a quantum field of possibilities where identity collapses and reforms. An endless rehearsal for selves too risky for daylight. Here, liberation masquerades in flickering facades, each moment a test of mutability.



FOMO & THE THEATER OF BEING SEEN

The terror is not missing the party, but missing an emergent version of you—the social proof of existence carved in glowing neon, digital archives, and whispered stories. Visibility is resurrection; absence is erasure. The gaze of the tribe is currency; invisibility is exile.

CHEMICAL BONDING RITUALS

Beneath the bass, ancient echoes: the synchronized heartbeat of bodies moving as one, a collective trance sanctifying release. The night is a crucible forging intimacy at breakneck speed, where trust grows in sweat and shared stupor, some bonds deeper than any sober conversation.

BEHIND IT

URE BUT EXILE FROM SELF.

**CHAOS IS THE ONLY REFUGE.
NG SHADOWS - WILDER, SOFTER, OTHER.
PARTIES BUT MISSING SELVES.
STRANGERS INTO KIN.
FRACTURED SOULS.
A LOOP CHASING FORGETFULNESS.
A WORLD THAT DEMANDS PERFECTION
OR SURRENDER.**



**SUBCULTURES AS
SACRED MYTHS**

The fragmented world finds order within subcultures, language, dress, ritual, myth: a fragile belonging woven from midnight's fabric. These are sanctuaries where identity is co-created by belonging, a temporary enlightenment stitched from collective desire and repeated gestures.

**THE HIGH - LOW
EMOTIONAL CYCLE**

Euphoria is a sharp-edged illusion, fleeting as the rising sun. Saturday's infinite promise crashes by Monday's abyssal weight—a psychic loop hypnotizing return. Addiction seduces not through chemicals alone but through the cyclical dance of forgetfulness and relentless yearning.

NIGHTLIFE AS STRUCTURAL REBELLION

The demands of modern life—relentless optimization, curated perfection—are rejected in the worship of chaos, disorder, and exhaustion. The party is not the opposite of work but its shadow, a secret underworld where failure is ritualized and surrender is salvation. In this twilight, the self dissolves, and freedom bleeds into oblivion.



THE MONDAY CHAPTER

The high of the weekend has repercussions, which usually arrive on Monday, or sometimes, Tuesday. After days of stimulation, loud music, no sleep and chemical intensity, the body and mind crash into a full on exhaustion state. It's a predictable low that feels starkly disconnected from the euphoria that came just 24-48 hours earlier.

Some of the symptoms felt on the day after a bender are:

Zappies - small electric shocks in the body or head, interruptions in memory or concentration

Depression (or emotional flatness) - serotonin withdrawal, emotional numbness

Shame - questioning weekend decisions, social anxieties resurfacing

Anxiety - overstimulation flipping into hypervigilance, restlessness or dread

Exhaustion - physical depletion from sleep loss and overexertion

Dissociation - feeling disconnected, "not in my body" or mentally foggy

The contrast between the weekend's height and the early-week crash is one of the most defining dynamics of party culture. The extremes shape each other. The high feels higher because the low exists, and the low feels deeper because of the intensity of the high. This contrast keeps many people caught in the cycle: the anticipation of the next peak softens the memory of the fall.

RECOVERY PACKS ARE PARTLY HARM-REDUCTION AND PARTLY A WAY OF GIVING STRUCTURE TO THE SHAPELESSNESS OF THE COMEDOWN. THEY ACKNOWLEDGE THAT THE BODY IS PAYING A PRICE – AND TRY TO NEGOTIATE IT.



Bounce Back Bag

CHF 17.00



No more wasted tomorrows!



VOICES

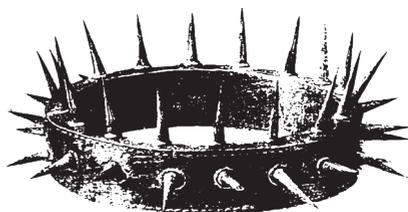
OF

(...) it's just us getting a drink and him telling me it's gonna be a 'crazy night' like it isn't literally the same thing every weekend. (...)



(...) It's dumb but... it makes me feel like we're doing something together. (...)

*(...) *someone* tells me "don't take too much," or "Slow down," and I'm thinking like... bro, you're the one tripping balls right now. I'm actually fine (...)*



(...) But yeah... we end up at that same hotel at like 8 in the morning, pretending this is all normal. (...)

THE

COMMUNITY



(...) there was a time where i didn't sleep for two days and was at an after at Leo's place. Monday morning, i was still there, i felt so sick that i was throwing up and sh*tting at the same time (...)

(...) i usually work from thursday afternoon (in the club) until sunday morning. I don't sleep during that time because it doesn't make sense. Then on Sunday during the day i go to RSO (...)



(...) Honestly? It doesn't even really end. Like... sometimes the bender just keeps going even when I have to go to work. (...)

(...) I'm tired as f*ck, but it's just... my rhythm now, I guess. I don't really question it. It's just what i do. (...)



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- reddit r/starterpack

THIS ZINE DOCUMENTS PARTY CULTURE. IT DOES NOT PROMOTE OR ENCOURAGE SUBSTANCE USE.

Z



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Trends & Identity

&ZINE