From Trees to Treadmills!

The journey that gave us allthe comfort and leisure to ultimately undergo heavy workouts and severe diet plans...

Intelligence has been mankind's main forte since the very inception of our species. This ability has indeed enabled us in discovering and inventing several wonderful things that have not only established our footprints across the globe, but also (apparently) made us the most powerful being on the planet. Ranging from defence weapons to smartphones, embroidery needles to advanced satellites, almost everything that we ever needed and many which we never did; rests under the sole ownership of mankind.

This painful journey of comfort took several ages to come true. However, ultimately this expedition hasn't turned out to be as pleasant as expected. Today, despite of almost all kinds of luxurious amenities existent there are several, most vital things that are gradually fading away from our reach.

Let's have a quick look at what we were missing-out, while designing our recliners...

Health



While we were busy making the drugs to help us fight the most horrendous of diseases and disorders, what we actually left behind was the core health. The very lifespan that was once considered to be of over a platinum, has almost gone down to diamond jubilee. Various reasons like pollution, stress, obesity and stagnant lifestyle play vital role in this health distortion.

Happiness

The hunger of development and success has gone so far that happiness has almost become a fairy-tale for us. Since long back, we have started living life so predictively that surprise has become a synonym for shock. The never-ending race of achieving often blurs out the very definition of success and the reason of its hunger. This is also how depression is more commonly visible than happiness in the world around.



Time



Having too much to do in the predefined annual time-slot of mere 24 hours and 365 days; makes free-time itselfone of the most desired fascinations for us. This is why everyone willingly or unwillingly isinvolved in a neverending struggle of finding more time. This is also one of the most common reasons for variety of distortions in relationships and emotional malfunctions. However, in most of the cases; various unnecessarily loaded tasks and improper time-management are the main culprits.

Pratik Kalawala | Content Strategy Lead, ALPHADEZINE