

COOL

NOBODY CAN MAKE YOU COOL. You're cool. Or you're not. Which is fine with us. Because it is fundamentally uncool to be intolerant of the uncool. Intolerance in general is uncool. And indifference in general is cool, although apathy is not. The ability to make these fine distinctions is cool, although explaining them certainly isn't.

Being cool is a fiercely individual characteristic. Going your own way at your own damn pace is cool. Trying to be in with the in-crowd is not. Asking people what's cool is not cool, and telling people what's cool - as we're doing now - is even less cool. However, breaking the rules is cool. So there's always that out, and having an out is cool.

That some of these things are contradictory of others is cool; that you might not think they're cool is cool; but that you would have an opinion is the essence of cool. Because knowing your own mind is extremely fucking cool.

Julia Styles, Rolling Stone, December 2001