

# exactphilosophy.net



avantgarde

## way of the fox

In summer 2025, I had the idea to just do what I might have done if I had just discovered my core idea or “way”, and then published a website [wayfox.ch](http://wayfox.ch) with the following content, featuring a two-tailed kitsune (or download as [wayfox.zip](#)):



## way

This site is about a new way of looking at life and the world.

It's a simple way, just takes a bit to get used to, and is useful in daily life.

The way is to look at things simply how they appear to you, your primary experience.

I will delve into this shortly, but let me first give you some context:

Everything here is free as in “free beer” and in “free speech”. I am a physicist, born and living in Switzerland, doing this essentially as a hobby. None of the new ideas here are already scientifically proven, but they all seem to be by and large qualitatively compatible with contemporary science. And some of them remind of way older concepts that so far had not really made it into science, things like deities or ancient elements, but formulated and explained in a different way.

Please write to me at [alain@wayfox.ch](mailto:alain@wayfox.ch) and/or bring this up on social media with hashtag [#wayfox](#) (or maybe just [#way](#)). The ideas here are definitely worth being discussed at a larger scale, and the more feedback I get (at least up to some point), the better I could hopefully reformulate things such that more people could discover this...

## primary experience

...

The font is ‘Alte Haas Grotesk’, Helvetica with simulated bleeding, and very basic modern html with dark mode support and a WebP image, with the idea to have just a single page with none of the complexities of this site with LaTeX plus html. The idea of changing one's fate via ‘virtual reincarnation’ certainly has quite a bit of appeal, while it is maybe more surreal than real ... ?