

# Feels Good Man

It must be hard to take a snapshot of the fast-moving world of the internet, where new trends are almost impossible to keep up with. But in his directorial debut, "Feels Good Man", Arthur Jones delivers a fascinating portrait of online culture, which will certainly withstand the test of time.

The documentary, which was recently screened at the International Documentary Film Festival in Amsterdam, has been collecting accolades since its premiere earlier this year (perhaps, most notably, the Jury Prize in the Sundance Film Festival). In order to understand why a documentary which mostly features a cartoon frog is moving audiences and critics around the world, you should really see it yourself.

"Feels Good Man" tells the story of cartoonist Matt Furie. The movie shows how Furie's life was pulled into turmoil when his most notorious creation, a happy frog named "Pepe", became an internet symbol - a meme.

At first, innocently enough, it served as a caricature of young, lonely men online. Then, in 2016, in the wake of the American presidential race, it became an emblem of a very modern breed of hate, in which racism was sold as a joke, and where Pepe was frequently the visual punchline. "Feels Good Man" follows the life of the man behind the meme, as he desperately sees his artwork slipping away from his control to represent something truly grotesque.

"Feels Good Man" offers a rarely-seen, nuanced look at the current online generation, while approaching the broader subjects of copyright and artistic integrity.

Is it possible for Matt Furie to ever recover Pepe the Frog? The answer lies in one of the richest documentaries of the year, available for purchase on Prime Video.

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