

Photographer makes a card deck for creative minds who feel stuck, *with AI as her tool.*

The Thinking Deck, 52 cards that each pair a fine-art animal portrait with one question, is available to order from today. The first edition of 300 ships in early March 2027. For under the Christmas tree there is a special Christmas card now.

Every card in The Thinking Deck shows an animal beside a person and asks one question, such as "Is it important, or just bright?" on the moth or "Who are you making yourself smaller for?" on the kudu. The 52 cards are grouped into eight patterns in which a creative mind gets stuck: Overload, Decision Paralysis, False Urgency, Avoidance, Overcontrol, Misplaced Effort, Pressure and Self-worth. A 136-page guidebook and a companion app explain each pattern.

Maker Zilla van den Born spent years as a retoucher and photographer and watched AI change her craft. Instead of fighting it, she used it to make 52 portraits she could never have shot safely: a model beside a cheetah, a crocodile, a hippo. She says openly that the images were made with AI, and that she is the director.

> *"This is the deck I could have used when my place in the world of images began to move. A voice to turn to on the days there is no one to ask."*
>
> ZILLA VAN DEN BORN

The deck is made for creative people: designers, photographers, writers, makers and freelancers, and for anyone who journals or likes a slower start to the day. It is not tarot and not therapy: the card gives no answer, only a question to sit with.

The deck is at the printer and ships in early March 2027. Give it now and you give a special Christmas card for under the tree, or have it delivered to their door. The deck follows in March.

THE FACTS

PRODUCT
The Thinking Deck, first edition of 300

IN THE BOX
52 cards (70 × 120 mm, English), 136-page guidebook, app included

PRICE
€ 45 incl. VAT

ORDER
thethinkingdeck.com, pre-sale open since 23 November 2026

SHIPS
Early March 2027, full refund any time before it ships

SHIPPING
Netherlands free during the pre-sale, Belgium € 7.95, other countries on request

AS A GIFT, NOW
Special Christmas card in six designs, give it yourself or have it delivered

PRESS KIT AND CONTACT

Copy and high-resolution images, free to use with the credit "Zilla van den Born / The Thinking Deck": **thethinkingdeck.com/press**

Zilla van den Born, **hello@thethinkingdeck.com**.
Interviews by video or phone, also at short notice. Review copies from early March 2027.

About Zilla van den Born. Dutch photographer and image maker. She worked as a model, a graphic designer and a retoucher before picking up the camera, and in 2014 made headlines around the world with Fakecation, a trip through Southeast Asia she faked from her own city. When AI began to change her craft, she chose to play with it instead of fighting it. The Thinking Deck is the result. Fakecation was covered by Huffington Post, PetaPixel, Refinery29, Bustle and CTV News, among others; the film "Oh My Gosh, Zilla" screened at IDFA.