

The concept of *Gestell* shows that we view the world and people in a controllable way. This thesis investigates whether Virtual Reality (VR) and Augmented Reality (AR) can make us rethink this dominant relationship with the world. By applying the concept of Pharmakon, I have established that VR can provide immersive experiences, but that it also reinforces our technological *Gestell*. In contrast, AR has the power to make us rethink our relationship with the world, if it shows the world in a poetic way. It is therefore important that the technology is designed in such a way that it does not focus on an enframing view of the world.