

# Fantasisism

A guide to creation

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## Improving by creating

Fantasism is the belief that creation is the most important catalyst for change, be it personal, communal or global.

It is a call to an integrated attitude towards all aspects of life. We believe that all aspects of our existence are inter-connected, therefore the totality of our actions and inactions are to comply with those values, and either be for the sake of creation or for the sake of improvement (which ultimately leads to creativity).

Fantasism sees our minds as the biggest asset, and through our fantastical worlds, we can bring about change in the real world.

### *A fantasist*

- must constantly self-improve, learn, change, evolve and develop their craft, skill, talent, knowledge and understanding of their existence.
- holds a pluralistic and empathic morality
- is governed by the statement, "don't be a dick!"

## ● Humour

A sense of humour is vitally important and importantly vital in every aspect of our existence. Even the darkest and saddest of subject matters must have humour in them:

- If your creation doesn't have any humour in it, consider changing it.
- If your life doesn't have any humour in it, consider changing it.
- Nothing in life is to be taken too seriously, and that includes this manifesto!



## Guidelines for Creativity



If everybody else is doing it

***don't do it!***



If something is comfortable for you

***change it!***

When everybody stops doing it



***you can start!***

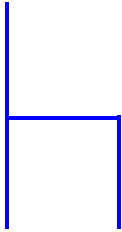
Always ask 'why?' Don't know the answer?

***Figure it out!***



# 3

There are three kinds of creation – *functional*, *artistic*, and *combinatory*.



A *functional* piece is something that can be used and consumed for no reason other than its purpose. It requires craft, technique, and beauty.

An *artistic* piece should still have craft and technique, but must come from the imagination. It mustn't attempt to be 'real' or 'authentic', if by 'real' and 'authentic' you mean 'a direct and accurate impression of the world as it is'.

A *combinatory* piece manages to be functional and artistic.



## *The differences between art and craft*

- Art cannot exist without an audience, craft can but may appear to be useless.
- Art must create an active experience in the audience's mind (whether it's to think, to feel, to see things differently or anything else), craft in their bodies.
- Art, as opposed to craft, doesn't need to make sense (and is often better when it doesn't).
- Craft must be beautiful (in the eyes of the fantasist), whereas art doesn't. There's no reason to link art to beauty.
- All art contains craft but not all craft contains art. Woahhhhh!

A good craftsman:

Must strive to know as much as they can know about their field.

Must constantly experiment with new materials and techniques.

A good artist:

— Must still have all the technique that a craftsman has.

— Must be bold in their statements, and not fear a backlash.

## Instructions on how to create

### start with

**Obsession** – all creation must start from extensive research of all aspects of the subject.

### free yourself

**Ideation** – This stage is solely about the fantasist and their interpretation of the topic. It is a time for playfulness, for being absolutely shit, and for enjoying the process uninhibitedly. At this stage, the fantasist must forget their craft/technique and free themselves.

### make it

**Craftation** – If after the ideation process, the fantasist deems there is something of value, they must work firmly on shaping all they created into a piece that is worthy of an audience. At this stage the fantasist must deploy their craft and technique.

### show it

**Presentation** - This stage is about the audience, and the fantasist is irrelevant, unless they're involved in the presentation. Only art that is good enough should be presented to an audience. In order for a creation to be worthy of an audience...

## *A presented creation*

- Must have the highest standard, and be respectful of itself and its audience.
- Must be understood without any background, apart from its title and any information that is deemed part of it.
- Must be separated from its creator, and judged on its own merit and not on the creator's story, what led them to create the piece, or who is the personality behind the creation.
- Should never go to the audience, the audience must come to it. The question “who are you making this for?/who is your target audience?” is not to be asked – the answer is always “anyone, everyone and no one – all at the same time.”
- Must confront audiences with what the creator believes they need.



*P.S*

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The world is constantly changing and evolving,  
and it would be ridiculous not to adapt to it  
accordingly.

Therefore all our beliefs,  
as stated in this document, must be re-examined  
and  
altered as necessary.

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