

## Artist's Manifesto

Works of art for every home, office, garden, sanctuary, public area, shed, wall

Any space can be transformed into a site of inspiration, reflection, imagination, experimentation

Find and use a visual language that represents your essence, values, style, passion

Suggest a concept as a framework upon which to initiate the creative process

Let exploration spin into unexpected and intriguing directions

Consider underlying messages: identity, movement, displacement, optics.

Let go of perfection: celebrate the flaws, embrace impermanence

Accept advice, feedback, suggestions, alternative views as an essential creative ingredient

Don't be afraid of hard work: sometimes that's all there is.

Don't be afraid of things because they are easy, simple or straightforward

Challenge accepted history, subvert the text, write new mythologies, break new ground, be relevant

Respect the inherent beauty of material but do not harm the planet:  
recycle, be sustainable, repurpose

Curate: capture existing works or revisit treasures as a new discovery

Create: bespoke aspirational works with a direct accessible aesthetic-  
easy on the eye but deep with meaning

Reimagine: change the vision, rethink the concept, illuminate a  
different beauty, use an old idea, reform for a new generation,  
destroy nothing -