

COLLECTIVE	<p>Group chats <u>YES</u></p> <p>Dark Forests</p> <p>Metalabels</p> <p>Memes</p> <p>Creativity</p> <p>Learning</p> <p>Care</p> <p>Emergence</p>	<p>Scenes <u>YES</u></p> <p>Shared spaces</p> <p>Collectives</p> <p>Metalabels</p> <p>Creativity</p> <p>Care</p> <p>Learning</p> <p>Emergence</p>
	<p>Creator Economy</p> <p>Thirst traps</p> <p>Envy</p> <p>Competition</p> <p>Attention-seeking</p> <p><u>NO</u></p>	<p>Introspection</p> <p>Focus</p> <p>Self-care</p> <p>Creativity</p> <p>Learning</p> <p><u>YES</u></p>
	ONLINE	OFFLINE

THE CREATIVE STATUS QUO HAS MADE
US LONELY CONTENT MACHINES

PRESSURED TO POST WITH UNNATURAL
QUANTITY AND FREQUENCY

TO PURSUE OUR LIVELIHOODS
AND EXPRESS OUR WORK

WE PLAY SOMEONE ELSE'S GAME

BUT WE DON'T WANT TO GO VIRAL

WE JUST WANT THE BASICS:

TO MAKE WORK WE'RE PROUD OF

WITH PEOPLE WE RESPECT AND WHO
RESPECT US

THAT'S TRUE TO OUR INTENTIONS
AND WHO WE ARE AND ARE NOT

WE WANT A NEW CREATIVE ERA
WHERE OUR WORK CAN BE VALUED
WITHOUT COMPROMISING OUR OR ITS
INTEGRITY
WHERE IT'S NORMAL TO MAKE WORK
BECAUSE IT FEELS RIGHT, NOT TO
PLEASE AN ALGORITHM
WHERE OUR WORK IS MEANINGFUL
IF WE'RE PROUD OF IT, NOT BECAUSE
IT WON ATTENTION

WE'RE PAST INCREMENTAL REFORM
OR WAITING FOR CHANGE
WE NEED TO IMAGINE, CONSTRUCT,
AND EXPERIMENT WITH ALTERNATE
SYSTEMS NOW
A NEW CREATIVE ERA THAT EXTENDS
BEYOND SINGLE-PLAYER CREATOR
ECONOMY GAMES
WE WANT TO WRITE NEW RULES WITH
OTHERS WHO FEEL THE SAME

Yes!



MULTIPLAYER COLLABORATION:

TOOLS, CUSTOMS, AND NORMS THAT HELP
LIKEMINDED GROUPS OF PEOPLE SHARE
RESOURCES, IDEAS, AND SUPPORT



OWNERSHIP AND CONTROL:

DISTRIBUTING OWNERSHIP AND
INFLUENCE AMONG GROUPS TO ACHIEVE
BROADER AGENCY, FINANCIAL POWER,
AND DECISION-MAKING



NEW INCOME:

NEW PATHWAYS TO FUNDING WORK AND
LIVELIHOODS



DARK FORESTS:

INTIMATE DIGITAL AND PHYSICAL
SPACES WHERE PEOPLE CAN SAFELY
GATHER WITH OTHERS WHO SHARE
INTERESTS AND WAYS OF BEING



CONTEXT OVER CONTENT:

INCREASED CONTROL AND CARE
FOR WHERE AND HOW OUR WORK
IS PRESENTED



A POST-PLATFORM WEB:

WHERE OUR IDENTITIES AND OUR WORK
BELONG TO US AND ARE PORTABLE AND
UNDER OUR CONTROL



POST-INDIVIDUALISM:

BUILDING NEW INSTITUTIONS BASED ON
SHARED VALUES AND IDENTITIES

LONELY CREATOR

SAYS

Follow me
Click like and subscribe
Out now
More to come
Watch this
Please share

THINKS

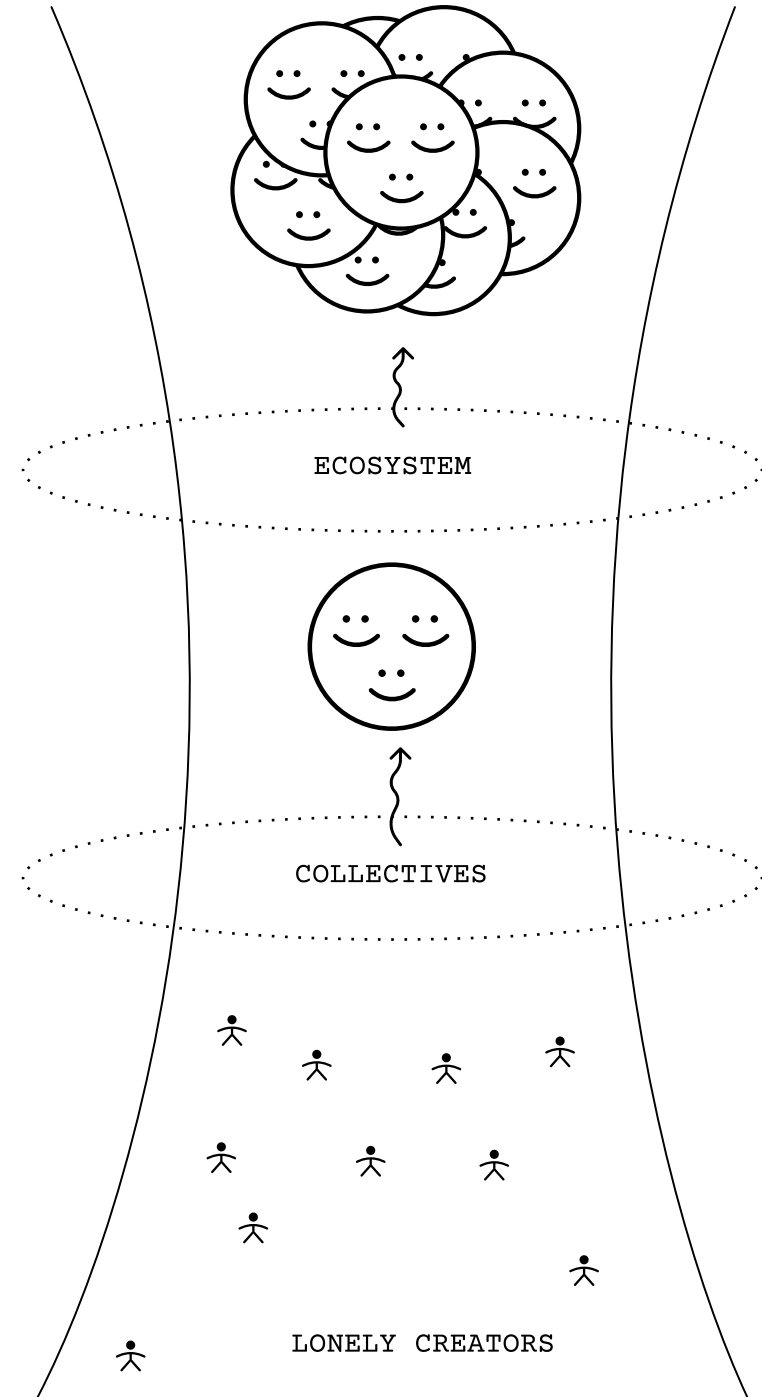
I need funding
No alternatives
Not enough time
Have to grow my audience
Does anyone care?

Posts
Pitches
Promotional labor
Engagement farms
Platform games

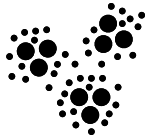
Anxiety
Alienated
Desire for acceptance
Needs to be seen
Afraid of looking cringe

DOES

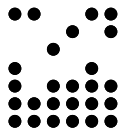
FEELS



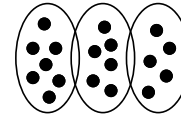
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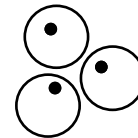
Metalabels: Release clubs where groups of people who share the same point of view release work, collaborate, and support one another economically, emotionally, and creatively.



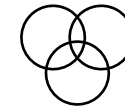
World-building: A path to creative resilience that produces a safe creative space separate from the earthly realm; a connection to the larger entity you channel to create art; and a new source of creative confidence and strength.



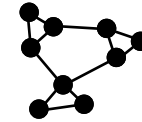
Scenes: Collections of people brought together around shared interests who become participants and practitioners of those same interests – the act of gathering becomes an act of growing.



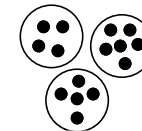
Heterarchies: Structures for social and online spaces that balance empowered individual agency and shared group decision-making.



Shared treasuries: Emerging normalization of shared income and pools of money directed towards agreed-upon projects and goals.



Protocols: Shared sets of rules that establish norms for behavior, practices, relationships, and actions across a network.



Group chats: Accessible dark forest spaces where people can intimately create, share, and conspire.

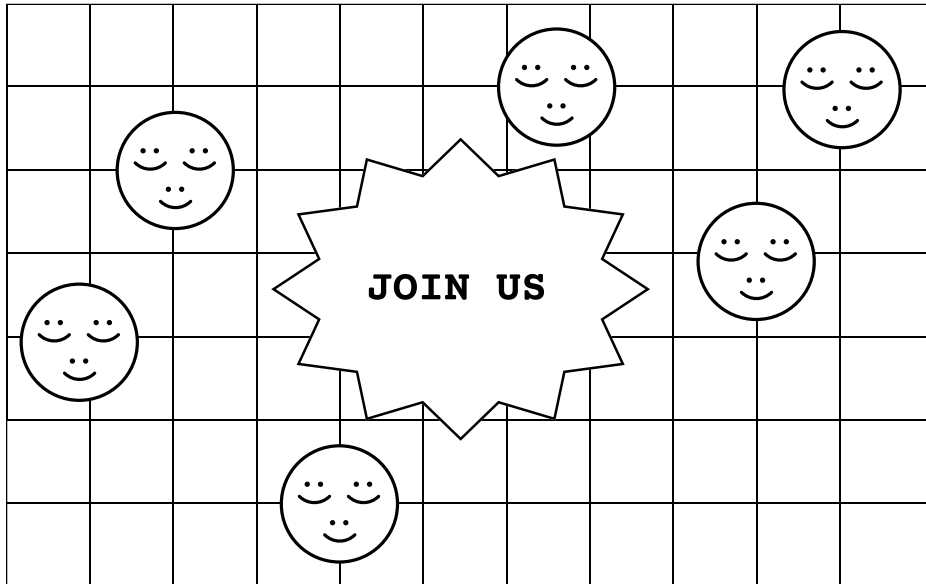
HOW CAN WE TURN ZERO SUM INTO POSITIVE SUM?

CAN THERE BE NEW INCOME WITHOUT AN INCREASE IN FINANCIALIZATION AND SPECULATION?

HOW CAN WE SHARE OUR WORK AND DISCOVER THE WORK OF OTHERS WITHOUT CORPORATE SOCIAL MEDIA?

WHAT ARE WE DOING ALONE THAT WE COULD BE DOING TOGETHER?

IS THE INTERNET MAKING US LONELY?



IN US	JOIN US	JOIN US	JOIN US	JOIN US
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Gather with others moved by this spirit
 Learn and be inspired by the experiences of your peers
 Explore the fullness of making work on an equal footing

THE NEW CREATIVE ERA METHOD

- Meet and learn from others
- Connect virtually and IRL
- Share learnings and experiences
- Create artifacts from shared learnings
 - Distribute artifacts
- Invite people moved by artifacts to come together

↻ Repeat

How to find collaborators?

How to work with others
(practically and emotionally)?

How to share resources?

How to share audiences?

How to communicate together?

How to make decisions?

How to balance individuality
and collectivism?

What are the benefits of creating
as a group?

How to get funding as a group?

What are formats and containers for
coming together?



WWW.NEWCREATIVEERA.COM



WHO WE ARE

METALABEL IS A PROJECT
THAT HELPS CREATIVE PEOPLE
COLLABORATE AND SUPPORT ONE
ANOTHER.

	METALABEL	
R.08	CALL FOR A NEW CREATIVE ERA	
	YANCEY STRICKLER	WORDS
	AUSTIN ROBEY	WORDS
	LAUREN DORMAN	CODE
	ROB KALIN	WISDOM
	BRANDON VALOSEK	ENGINEERING
	ANNA BULBROOK	WISDOM
	ILYA YUDANOV	DESIGN