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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
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

Yes!
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?

**DOES**

Posts
Pitches
Promotional labor
Engagement farms
Platform games

**FEELS**

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

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.

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.

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?
JOIN US

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.

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<tr>
<th>METALABEL</th>
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<td>YANCEY STRICKLER</td>
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