

Freykunst Manifesto

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E.J. Frey

The Freykunst movement is a Post-Modernist approach to contemporary art. Freykunst gives the Artist the freedom to explore art of many mediums and incorporate skills and techniques to create Fine Art for the New Age.

Freykunst: The Freedom to Create Taking the chance to free your spirit within art

Elements of Freykunst

Freedom to create is a privilege

The Freykunst artist is: Independent, mature, emotional, experimental, a craftsman, a merchant, a teacher, a student, active in the local community, part of the global community.

Independent

The Freykunst practitioner is independent of being restricted to a single medium or cultural style. You should study styles of multiple genres. Assimilate and incorporate the techniques and styles to create a unique yet recognizable work of art. Freykunst are free to not be restricted to a single gallery or patron, you must always be looking for new ways to get your art to the audience.

Mature

This does not mean that you cannot have fun, but that you take a mature approach to art. Freykunst takes our art as seriously as a child takes their play. Art should be well considered and thought out. Art isn't just a random inspiration, take the time to consider the materials, the medium and message, then make time to create your art work. Maturity also means accepting failure and willing to move outside of comfort zones.

Emotional

Freykunst express emotion and imbues emotions in the creation of art. These emotions should be considered while planning the piece much like a poet meditates on an emotion before writing about it. Art should not be done in the throes of a passionate emotion, as this creates a situation where you can no longer be objective about your work. Instead you should consider your emotions and discover how to make the piece speak to the audience about the emotions considered.

Experimental

Experimenting is a process, not an accident. Freykunst plans to experiment and takes a scientific approach and not a spaghetti approach to experimenting with art. The Spaghetti Method of experimenting: randomly try something and see what sticks, then forget what you did to achieve specific results. The Scientific Approach to experimenting: hypothesize, conduct research, collect/create samples, document the process, when a solution is found then apply the solution. Experiments help to move beyond the comfortable and known, and with notes and documentation the artist understands how and why it works so it can be referred to in future projects. While conducting experiments, happy accidents can happen, however, without documenting the process then you will not be able to repeat the result reliably.

Craftsman

Freykunst Art should be well made, deliberate and considerate of the raw materials. If a piece is well crafted, the audience should not notice the craftsmanship and be able to focus on the art itself. Art that is poorly made, with subpar craftsmanship,

then the audience will be distracted by the poor craftsmanship and never take the time to appreciate the aesthetic of your piece. Every strike of a chisel or stroke of a brush should be well considered. Every mark, or lack of mark, should have a purpose. The randomness of the universe is not creating the artwork, you are creating the artwork. Randomness and wild flailing is how a monkey creates art; purposeful and deliberate is how Freykunst creates art.

Merchant

Freykunst Art is created for the appreciation of others. If you cannot be objective about your art, then you will not be able to part with the art. Freykunst may be free to create but materials are not

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free. Personal projects and the need to generate revenue to fund creating art needs to be well balanced. Artists also

needs to think like a business not undervalue your art or yourself.

Teacher

Freykunst Artists have a responsibility to teach others. You must be able to teach your style, technique, purpose and philosophy. If you are unable teach others about your art then how can you understand your art. If you do not understand how you created your art then you are relinquishing your role as a creator in the creation of your art. This is not to say you cannot be inspired, but you must know how and why your work was created, and be able to explain this to others.

Student

The Freykunst are always learning. When you stop learning, you stop growing as an artist. When you stop growing then your art stops being imaginative and creative, then it just becomes derivative of previous works. Freykunst style means that you must continually learn and attempt to master many mediums, styles, and techniques. To learn and grow, you must observe the world around you, then incorporate this new knowledge into new works. As you learn and explore, your art will evolve, eventually through this evolution, your masterpieces emerge.

Active in the Local and Global community

Freykunst that are not involved in their community and our role in the world are isolated from our community. Without a connection to the community our work will not be known or appreciated by the world. If our works are not known, they may be aesthetically and technically perfect, but without appreciation and audience they are wasted. It is important that we give and not just take. As part of the global community we are free to move beyond regional style yet represent your life and views. If you can give of yourself freely in your community without expectation of recompense, you then can give more freely to your art, which allows you to speak more freely through your art.

The Name Frey

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In the Middle Ages the Germanic name Frey appeared. The name means a freeman or independent of a feudal lord. Throughout history freemen were seen as merchants and craftsmen who belonged to the bourgeoisie class. This class was the driving force behind production and commerce and is the modern day businessman, craftsman and community member. These traits are what every artist should strive to be; independent, business minded, creative craftsman, part of the community and free to explore art.



As Freykunst, we should strive to create a global language of art, while staying true our self-expression. We are the new generation of creatives. We have a responsibility to create art for the world. Always remember though, if you are not having fun creating your art, you need to step back and reevaluate why. If you aren't having fun, you're doing it wrong!