WHO WE ARE

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

A METALABEL IS A RELEASE CLUB WHERE GROUPS OF PEOPLE WHO SHARE THE SAME INTERESTS RE-LEASE WORK, 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

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

CALL FOR A NEW CREATIVE ERA

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

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?

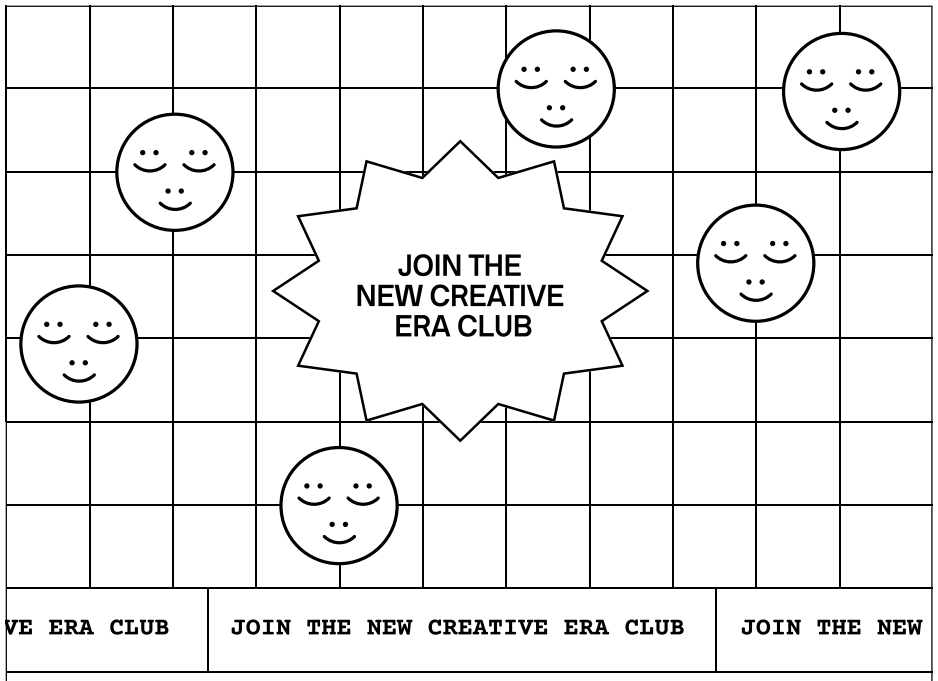
How to balance individuality
and collectivism?

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



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
Join the New Creative Era Club

THE NEW CREATIVE ERA CLUB 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

CALL FOR A NEW CREATIVE ERA

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

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

IS THE INTERNET MAKING US LONELY?

HOW CAN WE TURN ZERO SUM INTO POSITIVE SUM?

[redacted]

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

[redacted]

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

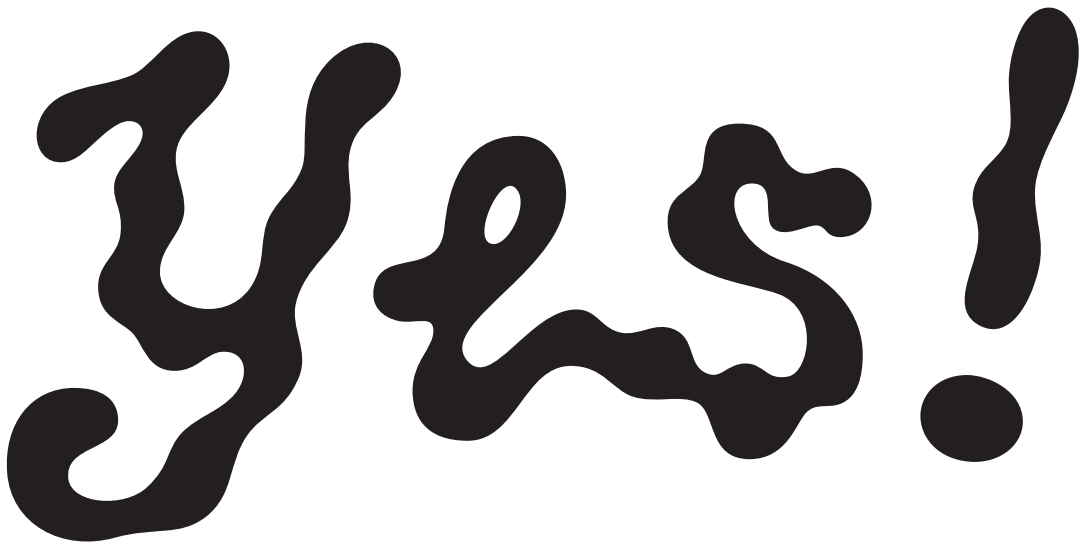
[redacted]

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

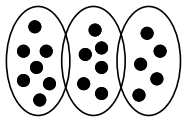


☼

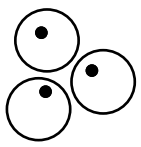
MULTIPLAYER COLLABORATION:
TOOLS, CUSTOMS, AND NORMS THAT HELP LIKEMINDED GROUPS OF PEOPLE SHARE RESOURCES, IDEAS, AND SUPPORT

☼

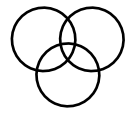
OWNERSHIP AND CONTROL:
DISTRIBUTING OWNERSHIP AND INFLUENCE AMONG GROUPS TO ACHIEVE BROADER AGENCY, FINANCIAL POWER, AND DECISION-MAKING



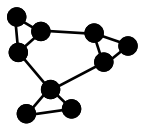
Scenes: Collections of people brought together around shared interests who become participants and practitioners of those same interests — the act of gathering becomes an act of growing.



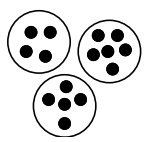
Heterarchies: Structures for social and online spaces that balance empowered individual agency and shared group decision-making.



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.

A T E N S

P A T E S

A T E R N S

A T N S

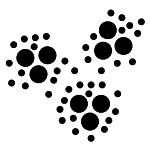
P A T T E R N S

A T T E

P A T E R N S

A T N S

A T T E



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.

☼

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

☼

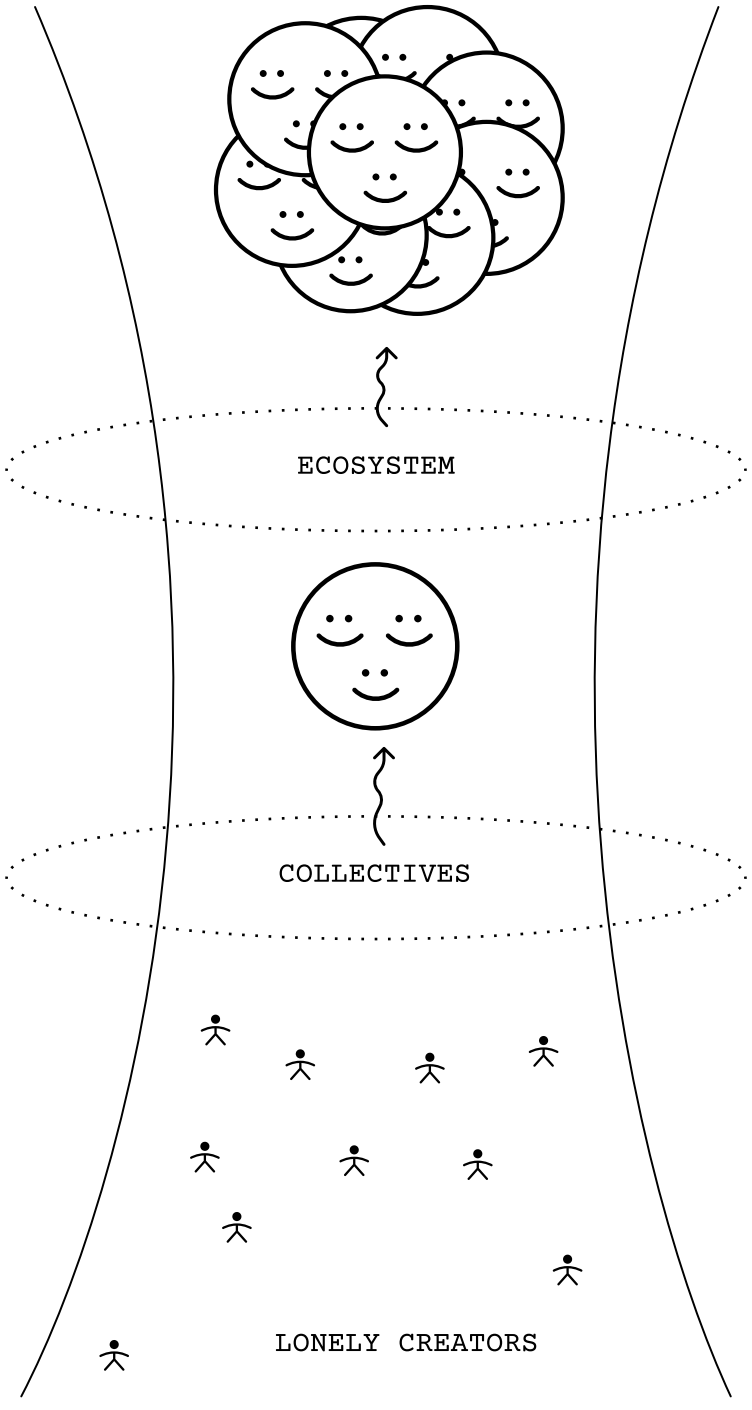
CONTEXT OVER CONTENT:
INCREASED CONTROL AND CARE FOR WHERE AND HOW OUR WORK IS PRESENTED

☼

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	THINKS
Follow me Click like and subscribe Out now More to come Watch this Please share	I need funding No alternatives Not enough time Have to grow my audience Does anyone care?
DOES	**FEELS**
Posts Pitches Promotional labor Engagement farms Platform games	Anxiety Alienated Desire for acceptance Needs to be seen Afraid of looking cringe