



FXTXRE

WE'RE HERE TO FREE THE CREATIVE POTENTIAL IN EVERY INDIVIDUAL BY INSPIRING A WORLD THAT EMPOWERS IT'S PEOPLE TO EXPRESS THEIR UNIQUE ART. WE BELIEVE THAT ART ITSELF IS A FUNDAMENTAL HUMAN TRAIT, AND THAT IT'S CREATION IS FUNDAMENTAL FOR THE HUMAN RACE.

OUR MISSION IS TO HELP PEOPLE OF ALL AGES, AND FROM ALL PLACES DISCOVER THEIR ART AND BRING IT TO LIFE.

WE'RE DRIVEN BY THE UNDERSTANDING THAT HUMANS, THROUGH OUR CREATIVITY, AUTHENTICITY, AND ARTISTRY, DESIGN THE WORLD TO COME.

ART IS THE FUTURE.

ABSTRACTION

OUR MISSION IS TO INSPIRE HUMANS TO
FIND AND CREATE THEIR ART.

WE'RE HERE TO CHANGE THE EXLTXRE

BECAUSE WE WANT THE FXTXRE TO BE
BEAUTIFUL.



SOURCE CODE:

AT OUR CORE, WE ARE MESSAGING COMPANY.

WE DESIGN MEDIA AND PRODUCTS AROUND CORE MESSAGES.

WE ARE AN INSPIRATION COMPANY...

EXPOSURE

ACT

STORY

THE FOUNDATIONS

FROM THE BOTTOM UP

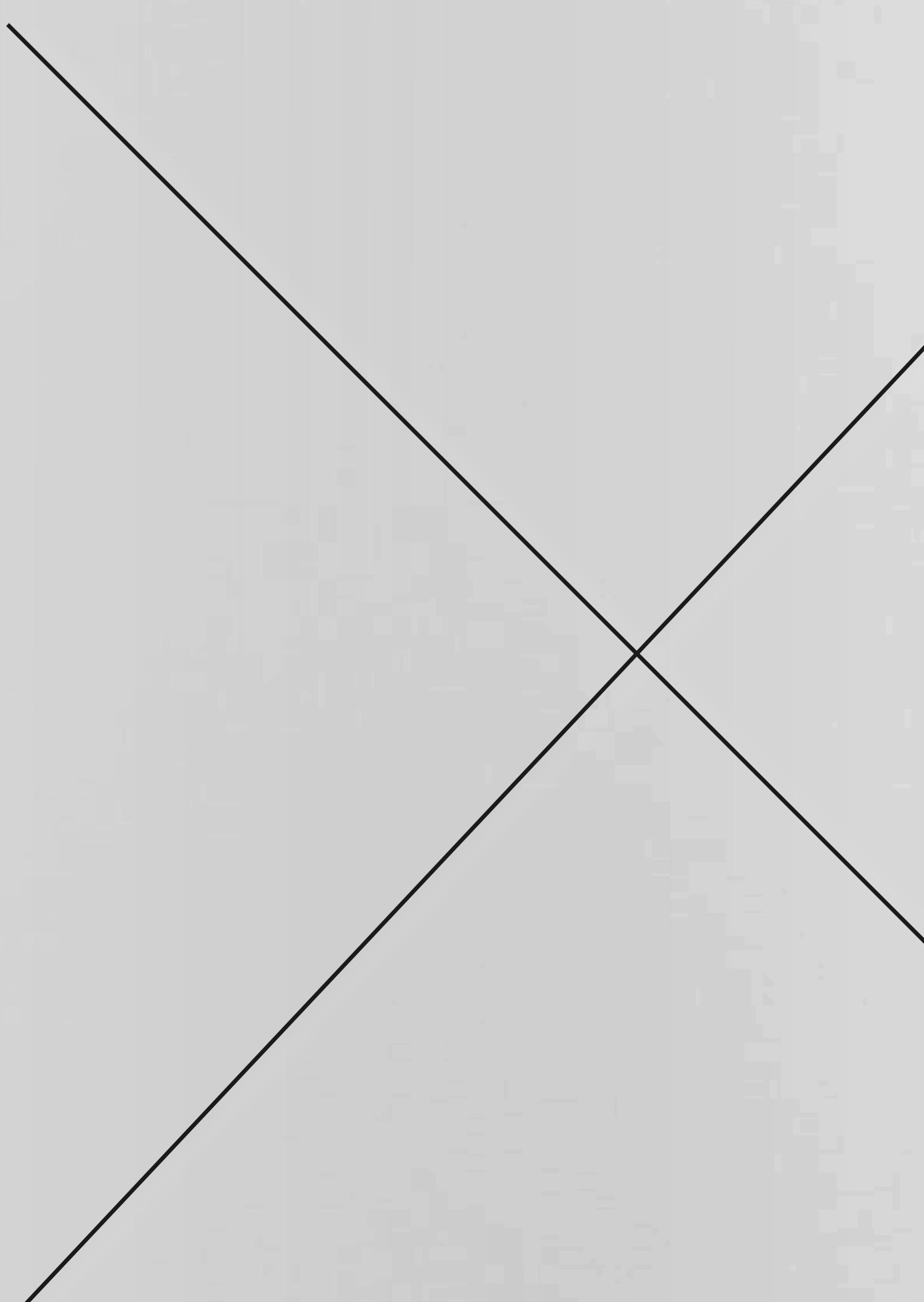
WHY STORY

STORIES ARE FOUNDATIONAL TO HUMANITY.
STORIES ARE NATURE'S WAY OF KEEPING RECORD.
STORIES ARE BUILDING BLOCKS FOR OUR CONSCIOUS
EXPERIENCE.

WE LEARN THROUGH STORY, WE GAIN INSPIRATION
THROUGH STORY, WE JOURNEY THROUGH STORY. WE
EFFECT CHANGE THROUGH STORY. WE SEE THE
WORLD A CERTAIN WAY BASED ON THE STORY WE
ARE TAKING IN.

STORIES SHAPE OUR BELIEFS, OUR ACTIONS, AND
HOW WE EXPERIENCE THE WORLD.

WE WOULD BE NOTHING WITHOUT STORY.



A CRITICAL TIME FOR STORY

through their message and their words, story tellers create feelings, then emotions, then movements, then riots, then religions, then wars. with a single idea, story tellers have the potential to change the shape of the universe.

WHY ART?

ART IS THE FREEDOM OF EXPRESSION. BECAUSE OF THIS FREEDOM, ART ALLOWS THE TRUTH TO PASS THROUGH STORIES FREE OF CENSORSHIP, SOCIAL PRESSURES OR ILL-INTENDED DIRECTION AND MANIPULATION.

PURSUING ART ALLOWS US TO BYPASS THE GATEKEEPERS. ART IS THE VEHICLE OF CREATIVE FREEDOM THAT WILL TAKE US TO BUILDING WORKS WE ARE PROUD OF AND PASSIONATE ABOUT. IT CREATES AN IMPACT AND CHANGE ON THOSE WHO NEED TO EXPERIENCE IT.

OUR ROLE IN STORY AND ART

fxtxre's role in story and art is the role of the messenger. we are here to uncover important stories, capture them, design the best method for these stories to be told.

we make them beautiful, entertaining, and ensure that they are experienced through innovative ways of distribution.

THE LAW OF EXPOSURE

WHAT YOU ARE EXPOSED TO, YOU BECOME. MATTER IS SHAPED BY THE ENVIRONMENT IT IS EXPOSED TO. THE LAW OF EXPOSURE EXPLAINS THE DIFFERENCE BETWEEN THE DESERT AND THE JUNGLE.

IT IS THE DIFFERENCE BETWEEN CULTURAL BELIEFS RELIGIOUS BELIEFS, LIKES, DISLIKES. WHAT WE EAT WE BECOME.

THE SUCCESS OR FAILURE OF A MESSAGE CAN BE DEFINED IN PART BY ITS EXPOSURE. IN OTHER WORDS WHAT YOU EXPOSE TO THE WORLD ALSO BECOMES.

THEREFORE, MORE EXPOSURE CAN EQUAL MORE BELIEF. THE MORE INFLUENCERS TALKING ABOUT A PRODUCT, THE MORE PEOPLE BUY THE PRODUCT.

EXPOSURE IS EVERYWHERE.

OUR RESPONSIBILITY

when we fully grasp the power a message can have and the law of exposure, we come to understand the heavy responsibility we carry as messengers. we as a company must ther3fore hold true to core beliefs and foundational principles that guide our actions.

we must be deliberate with the media we create.



CXLTRE

THESE ARE OUR BELIEFS

FREEDOM

SYNONYMOUS WITH ART

FREEDOM TO CREATE WHAT WE WANT WHEN WE WANT AND HOW WE WANT.



TRUTH

SYNONYMOUS WITH **AUTHENTICITY**

WITH EACH OTHER, WITH OUR CLIENTS, WITH OUR WORK. WE ARE ABOUT BEING REAL.



THE GREATER GOOD

WE HAVE THE OPPORTUNITY TO TELL STORIES AND CREATE ART THAT CAN POSITIVELY IMPACT THE THE WORLD.



TINKER

EVERYTHING IS TRIAL AND ERROR

EXPERIMENTATION LEADS TO INVENTION. WE MUST ALWAYS BE OPEN TO TRYING THINGS OUT.

CHAOS ENGINEER.



SHOW DON'T TELL

GREAT IDEAS CAN BE LOST IN TRANSLATION.



RATHER THAN TRY TO EXPLAIN, SHOW. RATHER THAN ARGUE WHY SOMETHING MIGHT NOT WORK, SHOW. THIS ROUTE IS FASTER AND MORE ACCURATE.

ONE PERSON CAN BE PICTURING AN IDEA ONE WAY, AND ANOTHER PERSON THE SAME IDEA A DIFFERENT WAY. IT'S ONLY WHEN WE CAN SEE THE IDEA CAN IT REALLY BE TESTED.

CREATIVITY

CREATIVITY IS INFINITE.

WE WILL USE OUR IMAGINATION, OUR WORK ETHIC AND OUR KNOWLEDGE TO CREATE.

YOU ARE NOT YOUR IDEA.

YOU ARE NOT YOUR IDEA.

COLLECTIVE

TEAM EQUALS THE SUM OF INDIVIDUALS

TEAM

FOUNDATIONAL TO OUR CULTURE IS THE COMMITMENT TO TEAM. WHAT DOES THIS MEAN? EVEN THOUGH WE HAVE DIFFERENT ROLES, WE ARE ALL COLLECTIVELY WORKING TOWARDS ACCOMPLISHING GREATER GOALS.

AS A MEMBER OF THIS TEAM, MY ACTIONS AFFECT MY TEAMATES. THEREFORE THE DECISIONS I MAKE SHOULD KEEP THIS IN MIND. IF I AM LATE FOR A TEAM MEETING, I'M WASTING MY TEAMATES TIME, SETTING THE PROJECTS BACK AND SLOWING THE MOMENTUM. THEREFORE THE MENTALITY IS NOT, I DON'T WANT TO BE LATE BECAUSE I'LL GET IN TROUBLE. IT'S I DON'T WANT TO BE LATE BECAUSE I CARE ABOUT MY TEAM, I RESPECT THEM, AND I WANT THEM TO RESPECT ME.

INDIVIDUALISM

WE BELIEVE THAT THE UNIQUENESS OF THE INDIVIDUAL IS WHAT LEADS TO THE SUCCESS OF THE COLLECTIVE. WE BELIEVE THE SUCCESS OF THE INDIVIDUAL LEADS TO THE SUCCESS OF THE COLLECTIVE. WE ENCOURAGE EVERYONE ON OUR TEAM TO PERSONALLY PROMOTE, CREATE AND BE TRUE TO THEIR INDIVIDUAL SELF.

INNOVATION

SYNONYMOUS WITH **GROWTH**

WE WILL ALWAYS CHALLENGE
THE STATUS QUO. WE WILL ASK
QUESTIONS, WE WILL
EXPERIMENT, WE WILL TINKER,
WE WILL INNOVATE.

IF WE ARE ALWAYS
GROWING, WE ARE ALWAYS
YOUNG. EVERY DAY IS DAY
ONE.



PREMIUM

SYNONYMOUS WITH PROFESSIONALISM

THIS WORK WE DO IS OUR ART, IN IT'S
VERY NATURE IT NEEDS TO BE THE BEST.
EVERYTHING THAT LEAVES OUR HANDS
FOR OTHERS TO CONSUME WILL FEEL
PREMIUM, EVEN IF IT'S ALSO INTENDED TO
FEEL MESSY.



ORGANIZATION

DISCIPLINE EQUALS FREEDOM.



ORGANIZATION IS THE FUNDIMENTAL PRINCIPLE THAT DIFFERENTIATES A HUMAN ACT FROM A BUSINESS.

THE MORE ORGANIZED WE BECOME THE LESS TIME WE SPEND ON REPETITIVE TASKS THEREFORE THE MORE TIME WE CAN SPEND ON CREATIVE TASKS.

COMMUNICATION

OPEN, HONEST AND CONSISTENT. COMMUNICATION LEADS TO GENERATION OF IDEAS



PASSION

TRAGEDY IS DYING AT A JOB YOU HATE
DO WHAT GIVES YOU ENERGY



ART IS THE FXTXRE

BY CREATING ART, YOU ARE IN TURN
SHAPING THE FXTXRE.

LIVING YOUR ART IS THE PATH TO FULFILLMENT

DEEP INSIDE OF YOU, BURIED
UNDERNEATH YEARS OF
PROGRAMMING, IS THE TRUTH.

IF WE ALL LIVE OUR ART, THE WORLD BECOMES A BETTER PLACE.

WHAT DOES THE WORLD LOOK LIKE
WHEN EVERYONE REALIZES THEY ARE
AN INFINITE CREATOR?

ART IS FORMLESS

ART CANNOT BE DEFINED. EVERY
SINGLE HUMAN HAS AN ART. ART IS
NOT CONFINED TO A BRUSH AND
PAINT, OR BARS AND BEATS. IT CAN BE
FOUND ANYWHERE AND WITHIN
ANYONE LIVING THEIR TRUTH.

ART IS TIMELESS.

THEREFORE, ART IS PRESENT. ART
UNDERSTANDS THAT ALL MATTER AND
ENERGY IS UNFOLDING NOW. NOW IS
THE ONLY "TIME." AND WHEN YOU ARE
CREATING YOUR ART, YOU CROSSOVER
INTO THE TIMELESS REALM.

ART IS UNIQUE.

IN IT'S VERY NATURE, ART CANNOT BE
A COPY. IT MUST BE INDIVIDUAL.
THEREFORE, TO BE AN ARTIST, YOU
MUST BE TRUE TO YOUR UNIQUE
INDIVIDUAL SELF. WHILE
RECOGNIZING THAT YOU AND YOUR
ART IS A PART OF THE COLLECTIVE...

ART IS COLLECTIVE.

THE UNIVERSE OPERATES THROUGH CAUSE AND EFFECT. ART IS NO DIFFERENT. WE ARE ALL, IN SOME WAY OR ANOTHER BUILDING OFF OF THE PREDECESSORS BEFORE US. WE MUST RESPECT THIS TRUTH, WHILE ALSO UNDERSTANDING THAT WE MUST BE INDIVIDUALLY TRUE IN OUR ART AS WELL.

ART FIRST ALWAYS

BBAND

WE ARE THE ANTI BRAND. FXTXRE WAS STARTED TO ESCAPE THE SHADOW ARTISTRY AND CROOKED MARKETING CULTURE THAT PLAGUES THE MODERN WORLD.

FXTXRE ISN'T TRYING TO SELL YOU SHIT BECAUSE YOU DON'T "NEED" OUR PRODUCT. THE TRUTH FOR US AND EVERY OTHER BRAND IS WE NEED YOU.

THE DIFFERENCE IS WE DON'T NEED YOU TO BUY OUR PRODUCT, WE NEED YOU TO GO MAKE ART, AND IF YOU WANT TO REPRESENT FXTXRE ALONG THE WAY, GREAT. IF NOT, THAT'S FINE TOO.

**THIS
MESSAGE
HAS BEEN
BROUGHT TO
YOU BY ART**

CHARACTER

FXTXRE IS

CREATIVE.

INNOVATIVE.

THOUGHTFUL.

EDGY.

REBELIOUS.

INTELLIGENT.

HONEST.

CONFIDENT.

FUN.

UNAFRAID.

AUTHENTIC.

REAL.

FORWARD THINKING.

PASSIONATE.

DRIVEN.

KIND.

EMPATHATIC.

ROMANTIC.

GRITTY.

UNASHAMED, UNEDITED, UNAPOLOGETIC.



Listen to your
inner child!

PERSONALITY

UNITED IN ART



WHAT WE STAND FOR

We live in a polarized world full of tension. The word politics, is derived from the word polarized, which literally stands for the division of.


Division is exactly what's taking place. but regardless of your beliefs it's important, critical even, to keep in mind that we are **ONE**. if you zoom out far enough back in time long enough you will see that we all came from the same place.

At FXTXRE we don't want every one to have the exact same beliefs, we just want everyone to believe in the same thing.

That we're all in this together.

We are united in art.

THE ART YOU
CREATE
TODAY,
CREATE THE
WORLD
TOMORROW.
THE WORDS
YOU SPEAK
TODAY ECHO
FOREVER. ART
IS THE **FXTXRE**
AND YOU
ARE AN
INFINITE
CREATOR. GO
MAKE WAVES.



F X T X R E
FREE YOUR ART

WORDMARK LOGO ARPONASAN MEDIUM, ALL CAPS

HEADER - MONTserrat MEDIUM, FORCED SMALL CAPS

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED
DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA
ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION
ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT.
DUIS AUTE IRURE DOLOR IN REPREHENDERIT IN VOLUPTATE VELIT
ESSE CILLUM DOLORE EU FUGIAT NULLA PARIATUR. EXCEPTEUR SINT
OCCAECAT CUPIDATAT NON PROIDENT, SUNT IN CULPA QUI OFFICIA
DESERUNT MOLLIT ANIM ID EST LABORUM

BODY - MONTserrat MEDIUM, SMALL CAPS

