***Purpleism***

I believe art should make the viewer look more than once. Not walk past quickly, but to ponder, absorb and/or analyse.

Art should inspire the artist to produce more art and for the viewer to feel something, whether it be good, bad, happy or sad.

Everyone should have the creative freedom to express themselves in any way they feel fit (legally of course), to get their point, message or feeling across. If you don’t like, believe or feel it, then no one is forcing you to look at it!

I want to lift people with my art, so including something or some element that is humorous and light-hearted is important to me. This is because tragic stuff has happened and I’m deeply aware at how fragile people really are.

I want to create distractions, purple distractions.

I want people to be brought together and appreciate art. Art is not a religion, art doesn’t care how you choose to dress. I just want us to appreciate individuals and accept artistic differences, without being judgy.

Looking at purple fills my heart with joy, if I had my way, everything I own would be purple. The richness of the colour purple, it just makes me feel really happy***.***

**Every piece of art created within Purpleism should include:**

* ***A deep beautiful shade of purple. No lilacs or wishy washy shades on their own will do. This is deeply important, as it’s at the heart of Purpleism. It’s the symbol that shows the mutual appreciation of Purpleism.***
* ***Complete artistic freedom to express yourself through any art forms, however and in whatever style you wish.***
* ***Everyone should own a purple item of clothing, object, piece of furniture, car, anything that lifts and inspires. A mutual love of purple will get you noticed.***