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Personal

Why I Create

The heart of what I do

Someone asked me today if the visual ideas or the stories come to me first when I'm creating a new project, and without a hesitation my brain answered the question for me.

The story never changes, the ideas simply reinvent how it's told.

When I create something, I'm seeking answers to the same questions... Why are we here, what does it mean to be human? Where did we come from and where are we going?

I am trying to see life and death and the journey in between as equals. ...They are the same just as much as they are different

And we ourselves with all our questions are not to be feared but treasured.

What you value as an artist is the undercurrent of everything you create. It will help you navigate the questions of your characters, your storyline, your contributing materials, and all of those factors are relative based on what's important to you. People don't need to know what the story is... You do. You need to know why you felt it, heard it, and why it was important.

Visuals are intriguing when they make someone question what's most important in the frame. But I'd like to push that idea further- the frame is not just the picture in front of them, the frame is their world view, their perspective, their north star. When you can make someone see what is most important in *their frame* and why you create something that is valuable for consumption. I There's no way of knowing what someone will walk away with from your work because we are all so incredibly different...

But when someone interacts with my projects, I want them to FEEL something. I want them to be drawn inward, I want them to hear an invitation from *themselves* to sit down and listen. We are

constantly running either away from ourselves or toward what we think we might be. I know what it is to feel lost even when you are surrounded by the things you have always known. Yet I have learned the value of asking yourself "what is real, could there be another way, is my experience really just my own"?



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The answers are always there. I do not claim to have them, but I do beg to ask the question.

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