

ANØNA

“Art Non-Artist”

MANIFESTO

An Open-Source Music & Art Community | A Rebellion Against Exploitation in Art | A Collaboration of Artists & Non-Artists

ANONA

Part 1: Introducing ANONA

Together, We Will Make Music & Art

Introducing ANONA — The Creative Community of A Radical New Music & Art Collaborative

ANONA stands for "Art Non-Artist". It is a collaborative of talented Artists and Non-Artists working together through online platforms without idols, ego, expectation or exploitative economics. Artists can collaborate on their own music and art, projects that they find interesting or music and art representative of ANONA. ANONA does not own the music or art they create unless they want it to.

ANONA does not represent, idolize or popularize a singular Artist or person but rather, an open and collaborative approach to creation and distribution. ANONA collaborations typically occur online or in special collaborative spaces hosted by members around the world.

Our Story

ANONA was originally a collaboration between the magna cum laude of an American music school and a British art school. In bootstrapped and rebellious fashion, original members (many of whom had achieved individual success) began collaborating virtually outside of faculty, in bedroom studios and makeshift spaces, on non-traditional artistic projects.

As more talented Artists and Non-Artists joined, a decentralized collaborative music and art movement emerged.

What Exactly Is ANONA?

ANONA is an amorphous collaborative that celebrates and highlights the elements of music and art creation outside of the typically idolized singular artist. ANONA's music and art is created and distributed through unique principles which guide a collaborative effort between talented Artists and Non-Artists. Whilst ANONA has collaborative spaces (currently hosted by members) in various cities globally, the majority of ANONA's music and art is created through online collaboration, and thus is easily accessible to anyone who wants to get involved.

ANONA Does Not:

- Put economics ahead of creativity
- Own, control, sign-up or charge an Artist (like, for example, a record label would)
- Idol worship / attribute music to one "star"
- Favour one genre of music or art over another
- Focus on building a studio
- Require a specific performer to put on a show

ANONA Does:

- Give credit and fair economic reward to those who contribute and actually deserve it
- Create online platforms and facilitate spaces where Artists can meet and collaborate with other talented Artists without ego, expectation or economic exploitation
- Allow Fans and Non-Artists to contribute to the creation and distribution of music and art

The ANONA Movement & Brand Summary

ANONA is where Artist and Non-Artists from all walks of life come together to collaborate and create special artistic experiences without ego, expectation or economic exploitation.

- **What is the movement name?** ANONA
- **What does the movement stand for?** Collaboration, community, contribution, visceral musical and artistic experiences, counter culture art, anti-pop sentiment
- **What does the movement stand against?** Ego, fame, idol worship, exploitation
- **Who does the movement represent?** The collaborative effort between artist and non-artist collaborators, which is divergent from the worship of a singular Artist
- **What makes this movement different from, say, a record label?** Record labels focus on the economic exploitation of whatever is commercial rather than recognizing a collective effort. ANONA is focused instead on facilitating and highlighting the collaborative / team effort between both Artists and Non-Artists who work together to create and distribute moving music and artistic experiences.

An Example: The Evolution Of An "Artist" In Music

1850 - 1930	>	Travelling Community Musicians
1930 - 1950	>	Early Radio Vocalists
1950 - 1960	>	Rock Concerts and Bands
1960 - 2021	>	Pop Stars
2021 – ?	>	Collaborative Movements

Why Do Artists (And Non-Artists) Work With ANONA?

1. **To Meet And Collaborate With A Talented Community.** Artists have access to and can connect with a new community of other talented Artists that can lead to beneficial musical, artistic and other long-term relationships / collaborations
2. **Access To Non-Artist Talent.** Artists have access to talented Non-Artist collaborators (marketers, non-musical artists, businesspeople etc.) who want to work and collaborate with Artists that may also develop into valuable relationships
3. **Distribution.** Artists get access to a bespoke and scalable distribution model via ANONA. This includes the ANONA community, special ANONA hype due to the uniqueness of concept and the internal ANONA marketing team who push the individual creative works without costs to contributing Artists
4. **Release Options.** Collaborators have unique options when releasing their music and art. Firstly, anything created through a collaboration is owned and controlled solely by the Artists who collaborated to create the piece, unless they decide they want to publish it as an official ANONA piece. If Artists choose to release the music or art through ANONA, they can either remain anonymous or be named as one of the collaborators who contributed to the officially released ANONA track. Artists can also, of course, choose to release the piece as their own (whilst giving credit to ANONA

where due), provided the other collaborators agree. The objective of ANONA is not to own, but to facilitate, the creation of visceral art

5. **Fair Recognition, Attribution & Economics.** Artist and Non-Artist collaborators share equally in the light. Royalties are fairly divided based on the contribution and value of individuals input to any work
6. **No Commercial Exploitation BS. Just Talent & Collaboration.** Typical prejudicing factors (e.g. beauty of the artist, number of followers of the artist etc) do not factor into the decision of which music or art to promote
7. **Genre Exploration.** Artists can create music and art in other genres without impacting their existing brand as they have the option of creating anonymously through a unique community / distribution channel while still achieving fair economics and meeting other talented Artists across different disciplines

Principles – Resonant Messages That Define The Movement

ANONA principles are guidelines for the network of Artists and Non-Artists that contribute to the movements music and art. They were crafted not as a mandate of how Artists and Non-Artists should be and act, but as a reflection of the organic ethos and culture that drives the creation of special artistic experiences.

Contribution. The idea of ANONA is to be part of something bigger than yourself, and to contribute to the overall vision. Everyone has a gift, and everyone has something special they can contribute to make something more beautiful. ANONA takes the contributions of all those who seek to be a part of something special.

Radical Collaboration. The best creative experiences are inspired, created and distributed by many people, collaborating together. Not just Artists. Not just musicians. Not just choreographers. Not just sound engineers. Not just managers. Not just producers. Everyone working together.

Inclusiveness. ANONA does not care about someone's colour, race, religion, attractiveness, gender, body imagine, or any factor that others have been led to believe are important in the music and arti industries. ANONA strips it all back. ANONA cares about artistic expression, and the moments of magic that it can bring to others. We believe we are the most inclusive group of people in the word; as ANONA is not me, it's not you, it's all of us working together to create moments of visceral joy.

Celebrate Real Heroes | Kill False Idols. ANONA stands against worshipping idols. We do not pander to the unrelenting narcissism of celebrity culture and the myth that one person is solely responsible for the creation and distribution of great music or art. Don't be a sheep. Worship the guy who made the riff. Worship the guy who created the design. Worship the guy who arranged a musical video to sound phenomenal. Or better yet, don't worship at all. Selfish individuals are all about "taking credit", but ANONA celebrates everyone involved in the work and all who make an impact, not just take the credit.

Fair Reward & Recognition. ANONA rewards those who make the effort and contribute to the movement and bigger picture. No one's hard work and contribution goes unnoticed. We don't believe in unfairly rewarding someone based on their popularity. We believe in rewarding someone for the work they have contributed to and the impact they have.

Part 2: The Movement

Our Fans, Heroes and Role Models

Brand Heroes and Role Models

ANONA draws inspiration from groups and individuals who have changed the world through action, and who fight for what they believe is right. These are our heroes.

- **Role Models** – Satoshi Nakamoto, Claudette Colvin, Dasic, John Galt, Banksy, Alan Turing, Martin Luther King, Enheduanna, Lewis Hamilton, Colin Kaepernick, Vincent Van Gogh, Galileo Galilei, Henry David Thoreau, Rosa Parks, John Keats, Peter Parker, Sia, Josephine Baker, Daft Punk, Curtis Mayfield, NWA, Stevie Wonder, Quincy Jones, The Neptunes, Stargate, The Smeezingtons (Bruno Mars Creative Team), The Compound (Neos Camp),
- **Anti-Role Models** – One Direction, Big Brother

The Initial ANONA Fan Base Will Differ To A "Pop Fan"

- An ANONA fan doesn't give a f*ck what's hot, just what makes him/her feel something visceral. A pop fan blindly worships what's hot
- An ANONA fan has a rebellious streak that "doesn't fit in". A pop fan tends to follow the herd
- An ANONA fan seeks out and isn't afraid to be the first to like new music and artistic concepts. A pop fan appreciates only what is already trending
- An ANONA fan gets excited about the ANONA ethos. A pop fan is drawn in by pop sensationalism drama, hype and bullshit
- An ANONA fan appreciates every person that contributed to a piece of art. A pop fan primarily worships the façade of a singular/non-collaborative effort

ANONA Fan Profile

Amanda



Daniel



Stephanie



Shaun



*Names and photos have been replaced to protect peoples identity

Demographic

Caucasian, Fashion Designer, 21 Years Old

African American, Analyst, 29 Years Old

Caucasian, Model, 24 Years Old

Asian, Marketing CEO, 27 Years Old

Most Important

"My favourite artists are unique in some way, are relatable to me and aren't afraid to be different".

"I don't dislike an artist because he or she isn't popular. The music and art wins and is what is most important".

"I like art that makes me feel something. How good the actual art is, is important to me".

"I like artists that makes me curious to learn more about them. The backstory creates uniqueness".

Most Frustrating

"I don't really like generic or overly commercialised music and art. It has to be different in some way".

"Music or art that does not come from a genuine place (e.g. rappers who rap about bullshit or non-creative artistic videos)".

"Artists creating pieces they don't even like themselves nor believe in".

"People doing bad things or have no ethical behaviour e.g. Chris Brown beating women".

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Part 3: The Revolutionary Collaborative

A Deeper Look

The ANONA Vision

To change the way music and art is created, produced and distributed for all.

The ANONA Mission

To create a movement away from the idea of stand-alone idols and the traditional record label / artist relationship and towards the idea that great art is the result of a radical (but often uncelebrated) collaborative / team effort between both Artists and Non-Artists who work together to create and distribute moving music and art which is facilitated and across online communities.

The Unique Characteristics of ANONA

The characteristics of the ANONA movement are:

- **An Amorphous Artist Radical Collaborative (inspired by Meow Wolf)**
 - ANONA represents a weird, provocative and amorphous collaborative
- **A Rebellion Against Hero Worship (inspired by Banksy)**
 - Both internally and externally, the focus of the group is creativity as a collaborative process rather than the worship of idols and/or false attribution to a singular artist
- **A Community, a Contribution (inspired by Burning Man)**
 - A community with the philosophy of banding together to create special artistic moments. ANONA is not me, it is not you - it is all of us working together to create moments of visceral joy
- **Unique Experiences and Events**
 - We will all die. The world will one day end. What is therefore most relevant is every moment - i.e. the moment-to-moment experience of being alive. Life isn't measured by how many breaths you take; it's measured by how many moments take your breath away. The objective of ANONA's art and ANONA events is simply to create the most visceral moments of being alive and for those moments to be a defining experience in a person's life

The Four Part ANONA Process

Part 1 – A Collaborative Space

ANONA facilitates an online community that allows Artists and Non-Artist to meet likeminded individuals who they can collaborate on creative works within a principle guided, non-exploitative, and pro collaborative format

Part 2 – A Fairer Model

Music and art is created and released at the discretion of collaborating Artists either (1) via the Artist themselves (giving no economics to ANONA but public recognition of ANONA's role) or (2) released commercially as 1 of up to 12 ANONA branded projects per year

Part 3 – An Exponential Distribution Model

Eventually, ANONA's music, art and live events will become well known. This, in turn, strengthens both the ANONA community and the number and quality of people looking to collaborate and get involved

Part 4 – The End Goal

In the limit, the rebellious message of music as a contributive and collaborative effort (as opposed to the domain of record labels and popstars) and inspirational art alongside it resonates with an exponentially growing ANONA community. ANONA showcases its hit songs and artistic experiences through scalable events. Meanwhile, commercialized entities (such as record labels) become increasingly obsolete as Artists utilize similar models to create and distribute music and art

Q&A: Answers To Tough Questions

Q - How is it different to other groups?

A - ANONA is a collaborative movement facilitated through online communities. There is no rigidly defined group. It is a unique story and objective, which separates it from existing groups, people, Artists and brands. This positioning creates unique music and art creation opportunities but also unique marketing, PR and go-to-market strategies and angles. For example, being a collaborative movement allows ANONA to engage non music and artsy industry influencers and contributors within the music creation process so as to embed distribution at an early stage. Another example is how the values and philosophies of ANONA i.e. radical collaboration, fairness to Artists etc. engender a loyal community.

Q – How are you get traction?

A – Members of the collaborative have created and popularized billion-dollar decentralized companies and marketed many well-known brands. The current community leaders have a proven track record of gaining traction. The trojan horse's is the unique concept. For example, influencer and celebrity involvement, leverage of Non-Artist collaborators (e.g. marketers, advertisers, designers), fan involvement in music and art creation, scaled community ambassador programs and many other strategies.

Q - Why would an Artist want to join / help?

A - (1) Artists own the work they create through the brand unless they decide that they want to release it through ANONA (2) Artists who choose to release through ANONA get a "reveal" (and thus joint attention and recognition) if the work reaches popularity (3) Artists keep all their economics if they self-release (4) Artists can develop their talent and explore other genres without impacting their brand (5) Artists are exposed to extremely fair royalty splits if they choose to release through ANONA (6) Artists can cross pollinate their user base between genres if a piece of work they create in a different genre becomes popular (7) talented Artists get to meet new talent and work together with other talented Artists without ego, expectation or economic exploitation across ANONA's creative online community (8) Artists get to cross pollinate creativity and audiences across different artistic disciplines, for example music, painting, special effects etc. (9) eventually say they were part of something special.

Fin.

In the limit, being included in an ANONA song or piece of art will be the new definition of "cool". Musicians, Artists, celebrities, influencers, entrepreneurs, world class marketers etc. will come together to play a role in the creation, distribution and experience of collaborative music and art with ANONA.