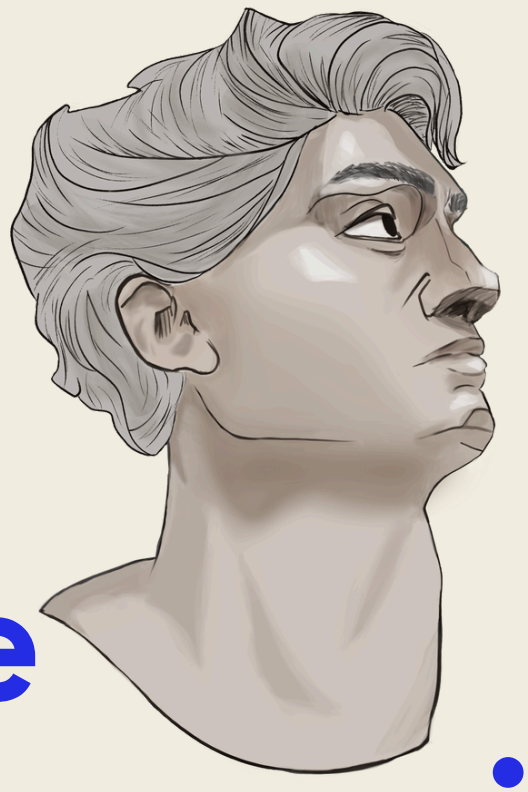
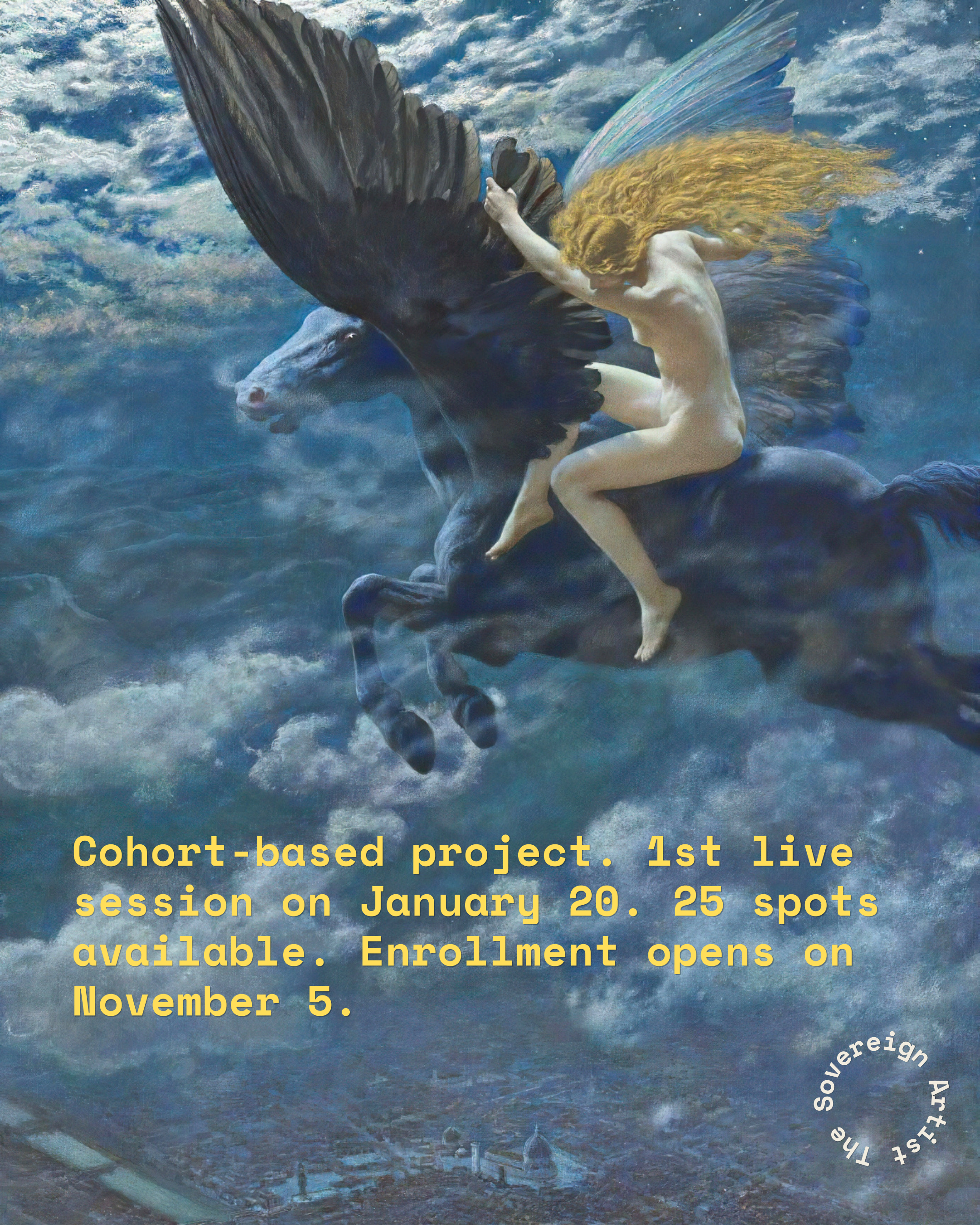


The Sovereign Artist *project*

Searching for beauty, higher pleasures, and the soul of the world in the Machine Age

viziandrei.com


Cohort-based project. 1st live session on January 20. 25 spots available. Enrollment opens on November 5.
The Sovereign Artist

1

Elevate your creative project to a noble mission

You need a personal myth.

“Stop treating your creative expression as a decorative feature of your life and honor it as a cosmic responsibility.”

After Omar Najjarine

1 Elevate your creative project to a noble mission

Create dangerously in times of uncertainty

“Van Gogh painted *The Starry Night* in a mental asylum, Dostoevsky wrote *The Gambler* to pay off gambling debts, and Dickens wrote *The Christmas Carol* when he was broke and his wife pregnant with their 5th child,” Jash Dholani remarks. Slow living isn’t always the best source of creation.

2

Leverage the economic plane, serve the spiritual plane

Project by Vizi Andrei



Krikor Zambaccian (1889–1962) was a wealthy Romanian businessman, writer, art critic, and patron of the arts. Rather than using his fortune solely for personal luxury, he devoted much of it to discovering and supporting talented young artists, providing them with financial support early in their careers. He cared about artistic quality, not fame. Among those he championed were some of Romania's greatest painters, including Nicolae Tonitza, Theodor Pallady, Gheorghe Petrașcu, Ștefan Dimitrescu, and François Șirato. In 1947, he donated his home and art collection to the Romanian state, leaving behind a lasting legacy.



Don’t fall into the trap of rejecting the economic plane altogether. That’s exactly what keeps artists starving. Money alone doesn’t corrupt creativity.

The desire to make money from your art doesn’t make you dirty; it’s what you do with it that makes the difference

2 Leverage the economic plane, serve the spiritual plane



Work less, Embrace slowness, Reject busyness, Defy modernity

You don’t resist the current (modernity); you use its momentum while staying intellectually fortified

2 Leverage the economic plane, serve the spiritual plane

Being *antimodern* doesn't mean conservative or traditionalist. It has nothing to do with being nostalgic about the past. But it has nothing to do with nihilism, relativism, or knee-jerk contrarianism either. Being antimodern means to be nostalgic about the present and the future! It's about reinventing tradition, bridging the gap between the sacred and the profane, sympathetically merging timeless truths with modern drama. The goal is to be totally avant-garde yet cemented in tradition.

2 Leverage the economic plane, serve the spiritual plane

Professionally resilient, intellectually fortified



2 Leverage the economic plane, serve the spiritual plane

Professionally resilient, intellectually fortified

Lead the intellectual life:
abide by its spirit and rituals.

*The word *resilience* comes from the Latin verb resilire, meaning “to recoil” or “to spring back.” In other words, to be resilient means to be flexible, opportunistic—it’s not about merely surviving difficulties but *thriving* thanks to them*

2 Leverage the economic plane, serve the spiritual plane

SOVEREIGN ARTISTS, although antimodern and intellectually fortified, need a community. *Sovereignty doesn't mean isolation.*



2 Leverage the economic plane, serve the spiritual plane

SOVEREIGN ARTISTS, although antimodern and intellectually fortified, need a community. *Sovereignty doesn't mean isolation.*

It's beyond imagination how much it *ennobles* our spirit to spend time with people who share our vision and energy (not opinions though; that's a cult) and perhaps we vastly underestimate how much it *debases* us to spend time with people who are intellectually distracted, focused solely on the material and economic plane.

The SA community

3 Intro to Buddhist Economics

Take 180+ days off/year

Project by Vizi Andrei

The dangers of overconfidence



3 Intro to Buddhist Economics

Small is beautiful, but also less fragile

In Greek mythology, Icarus escapes Crete with his father Daedalus using wings made of feathers and wax, but flies too close to the Sun, causing the wax to melt and sending him to his death. The myth symbolizes the dangers of overconfidence, recklessness, and ignoring warnings; when ambition exceeds reasonable limits. It also represents the human desire for freedom and the tragic consequences of pushing beyond boundaries.

Be wary of overscaling your projects to the point where you hate yourself

3 Intro to Buddhist Economics

A new philosophy of deep work and sacred leisure

Project by Vizi Andrei

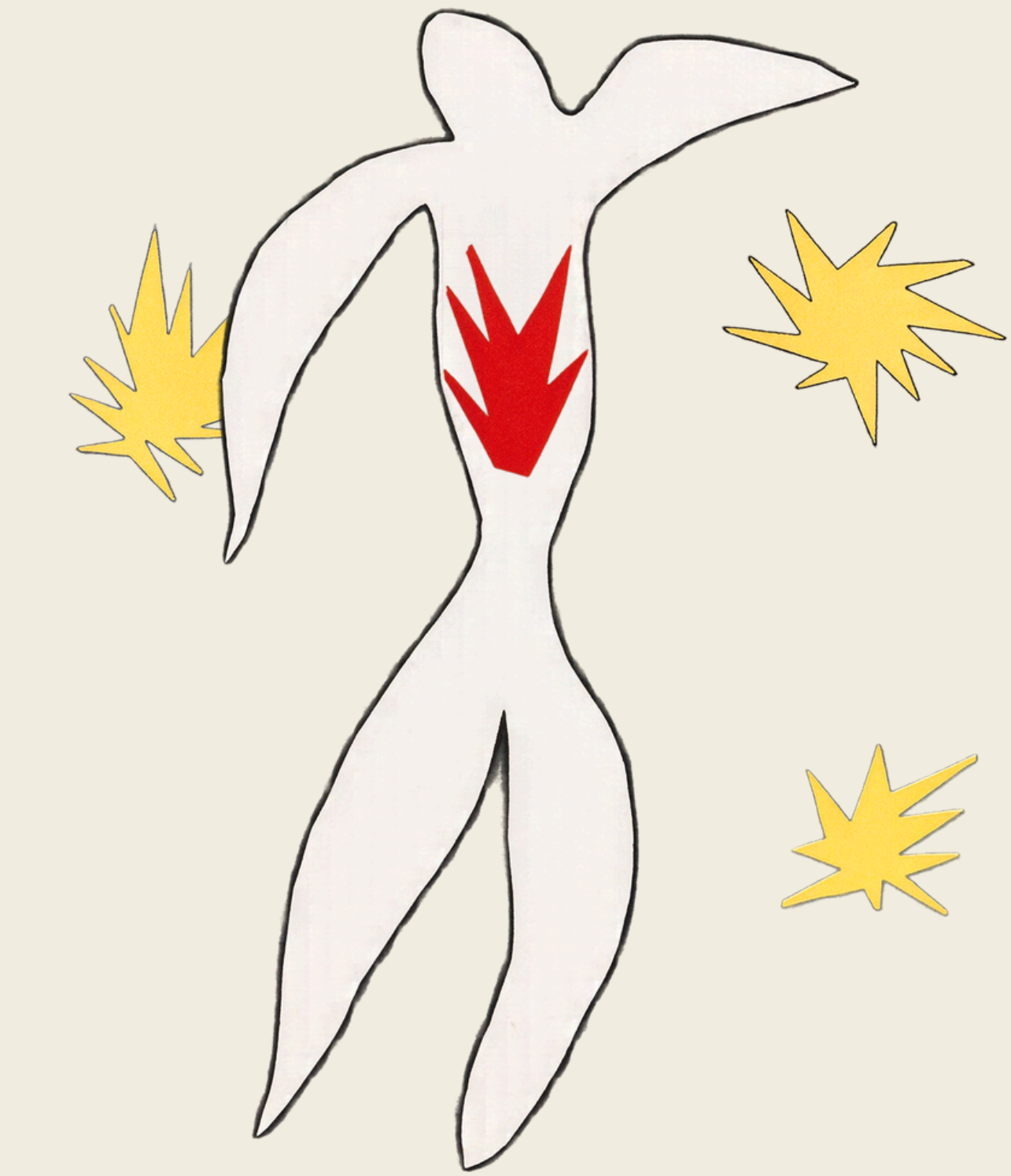
3 Intro to Buddhist Economics

Take walks, on a random Tuesday at noon without asking for permission

Seek beauty

Project by Vizi Andrei

Work is not meant to bind us but to free us and allow the pursuit of worthier interests.



Visual by Henri Matisse

Obsession

~~Ambition~~

We mistake obsession with ambition. **You want to be obsessed, but not too ambitious.** Obsession translates into a relentless immersion into the present moment yet devoid of any material expectations. Too much ambition means being consumed by external achievements, success, fame, what you *can't* control. Obsession is what you *can* control. Ambition may spark motivation way faster than obsession, but the toll is heavy: anxiety, frustration, and burnout.

Who is this for?

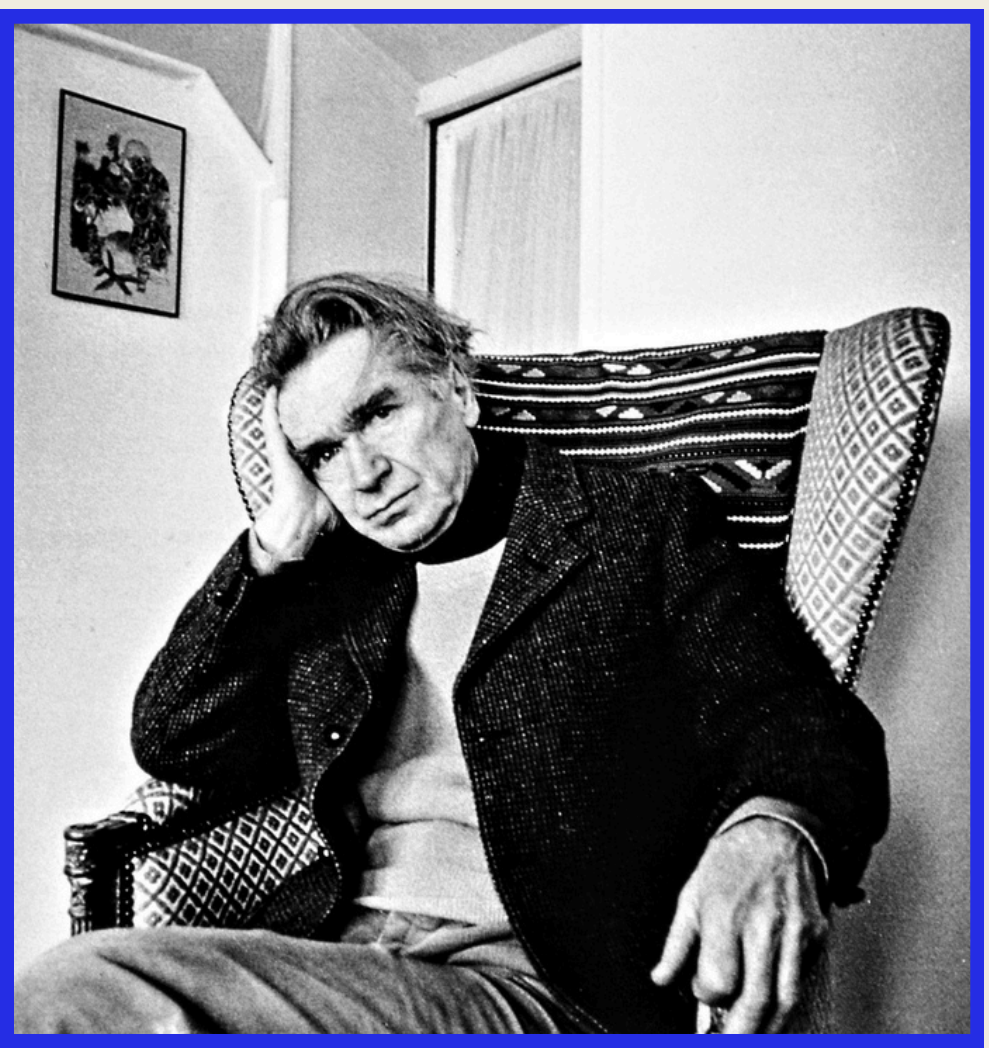
LAWYER. ENTREPRENEUR. ATHLETE. PHILOSOPHER. NOVELIST. POET. MUSICIAN. PSYCHOLOGIST. EDUCATOR. FOLKLORIST. PAINTER. FILMMAKER. HISTORIAN. BOTANIST. PHOTOGRAPHER. SCHOLAR. ARTISAN. COMPUTER SCIENTIST. FUTURIST. BRAND STRATEGIST. MARKETING EXPERT. ARCHITECT. ACTIVIST. GRAPHIC DESIGNER. SONGWRITER. ECOLOGIST.

Who is this for?

The word “artist” instinctively makes us think of painters or musicians. But this would be a terribly reductionist definition. The term includes virtually all occupations. An artist is anyone who is creatively producing new knowledge. Umberto Eco came up with a wise remark: **“Critical creativity—criticizing what we are doing or inventing better ways of doing it—is the only mark of artistic function.”**

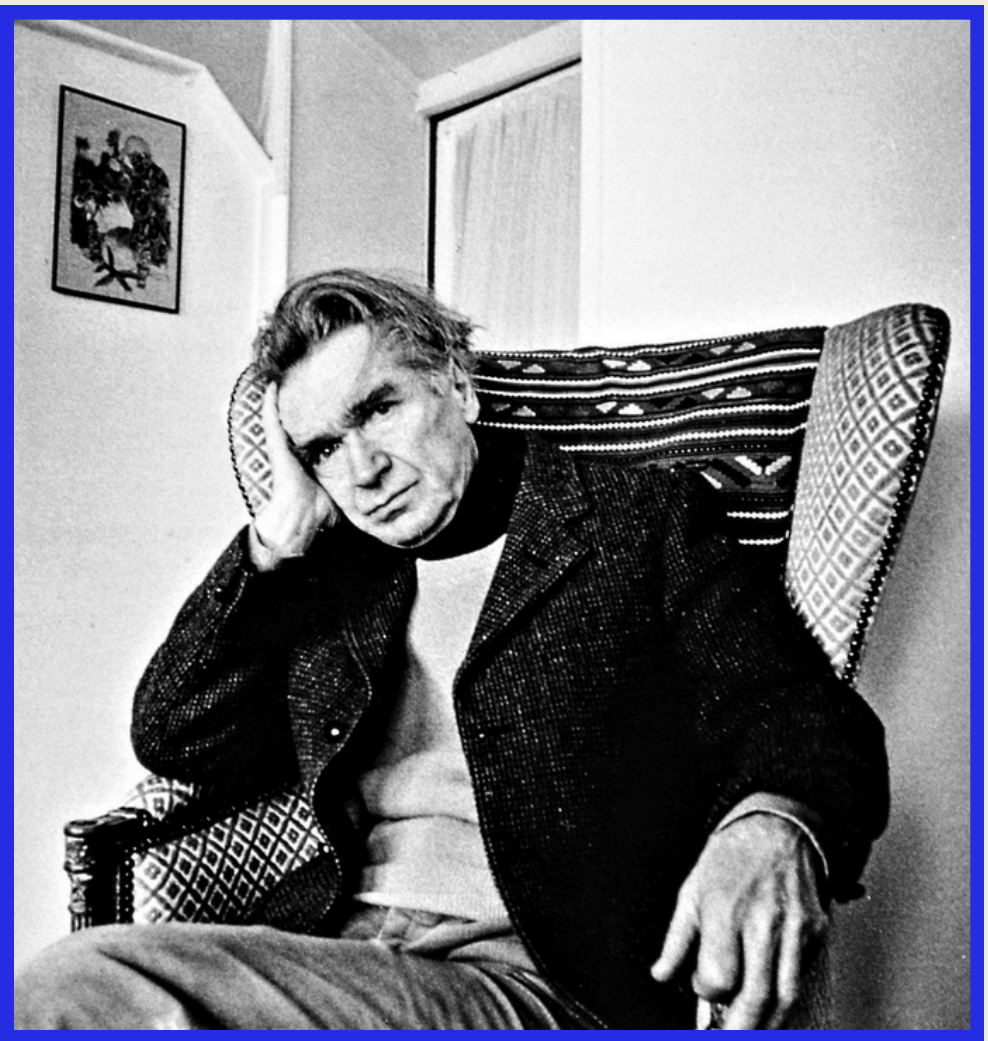
SA = someone who combines art and business. Someone who works *with* others but seldom *for* others. Someone who has both scalable and non-scalable sources of income. Someone who can take a walk or a nap on random Tuesday at noon without asking for permission.

REAT ARTISTS can never get to "know themselves" as their identity is a predictably surprising and unexpected change... If you go crazy over understanding yourself, you degrade your spiritual wealth; you begin to identify with a template instead of an ever-evolving, effervescent artistic creature.



The Sovereign Artist

“When you remain absorbed in the ecstasy of your subjectivity,” Emil Cioran writes, “all you do is blur your psychic energy, disfigure the lyricism of your experiences, palladify the rich nuances of your creativity: thus everything you feel is converted into an absolute and irreparable void.”



The Sovereign Artist

Curriculum

1) Elevate your creative project to a noble mission: create dangerously in times of uncertainty

2) Leverage the economic plane, serve the spiritual plane

3) Intro to Buddhist Economics: take 180+ days off/year

4) Launch your Project Legacy in less than 90 days

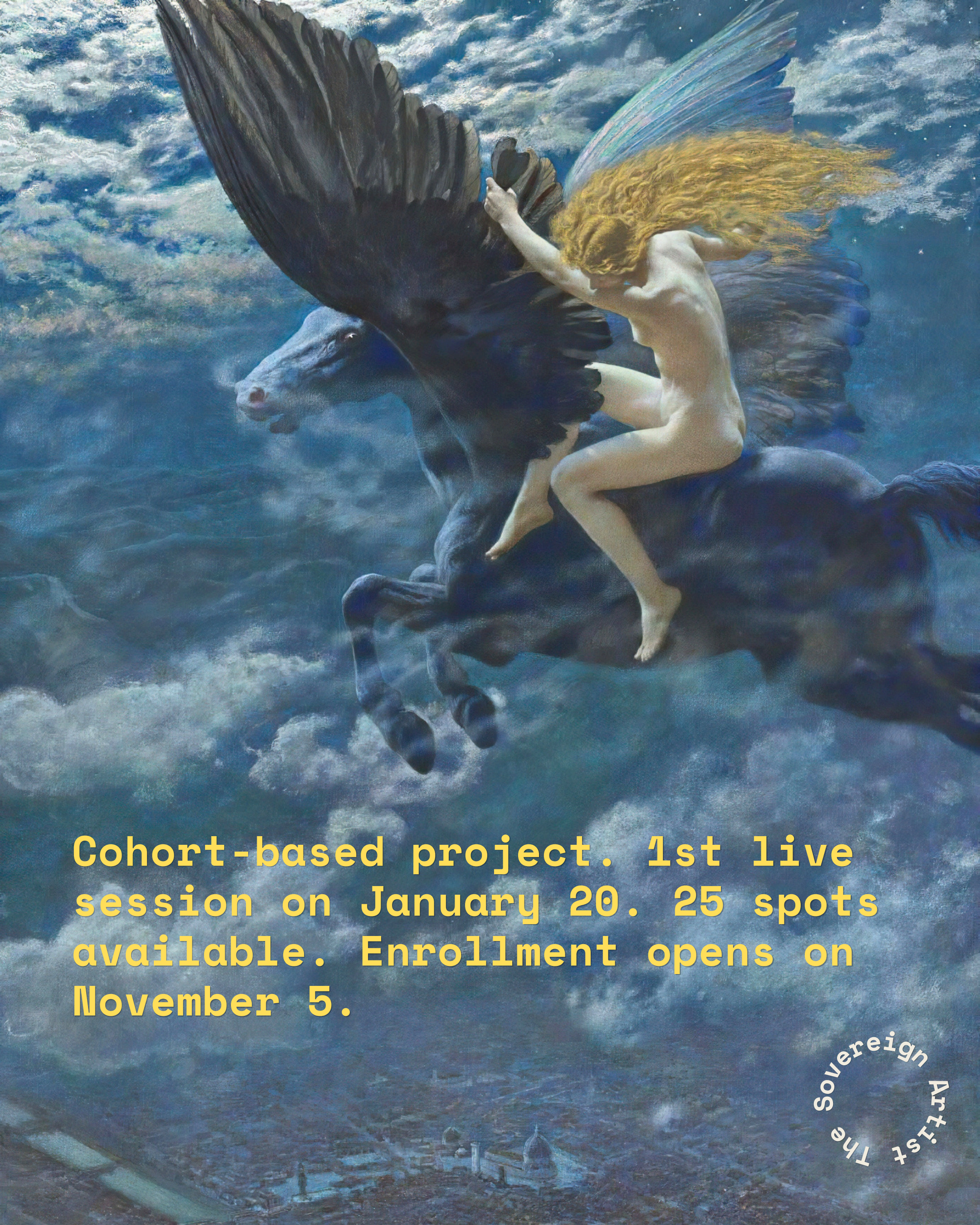
5) The SA business structure: raise capital, build rituals & systems & tactics

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Curriculum

- Work Less & Earn More
- Create Antifragile (Digital) Assets
- Design your Minimalist (Internet) Business

5) The SA business structure: raise capital, build rituals & systems & tactics


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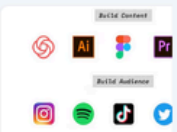
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Mediocristan & Extremistan

Treating money as the only medium of exchange is a very...

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Hire Software, Not Hu

"Code and media are permissionless leverag

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WED, APR 5 • 3:00PM

Build a Lifestyle Where You Can Take 180+ Days off

Zoom Meeting

You & 30 went · Program Material



WED, MAR 15 • 5:30PM

How to Get Premium Clients & Avoid Burnout

Zoom Meeting

You & 23 went · Program Material



THU, FEB 16 • 6:00PM

The SA Business Structure

Zoom Meeting

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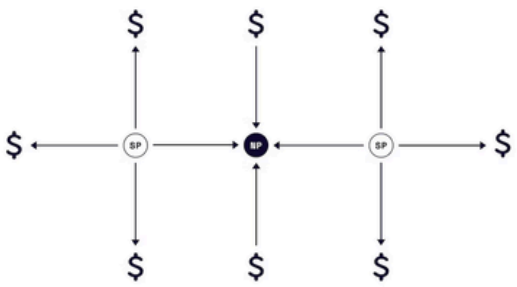
General

Program Material

Create a Space

Create a Collection

Not in the sense that this strategy and mindset...continue



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