

THE STYLE MANIFESTO

A manifesto for identity preservation under capitalist systems.

Broadly speaking, our critical understanding of style is losing depth as social networking platforms like instagram, tumblr and pinterest hasten the circulation of aesthetically rooted, stylistic micro-trends. There is an abandonment of meaning, regardless of its form. It is a ravenous cycle that feeds off of the notion of style as a superficial adornment, rather than style as an inherent aspect of being. This is made evident by the industry feeding it. We are perpetually submerged in stylization, masquerading as style. Aesthetics specifically developed with the aim of making us feel inept.

Modern advertising demands that we keep up with the never ending cycle of social relevance through superficial stylistic embellishment - we are told that we must have the new thing, wear the new thing and

in turn discard the old. In this application, form without content cannot be style. Existence without style is void of identity.

If we consider more complex concepts of style through this lens with urgent criticality, we may yet arrive at a more sustainable world built upon authentic identities, in contrast to the widespread homogenization of the perception of self that is thriving under capitalism. We must understand the inseparable relationship between form and content, with regard to this system. This is because style, forcibly induced through corporate scheming, cannot be genuine. We must develop a threshold for identifying what is art and what begs for a monetary response. Through this process, we can experience style, but we must reject the ploys.

DEFINITIONS

FORM	A METHOD OF PRESENTATION, AESTHETIC OR TONE
CONTENT	MEANING
STYLE	AN IDENTITY, A PERSPECTIVE, A MANNER OF BEING
STYLIZATION	A MANUFACTURED AESTHETIC, VOID OF STYLE

PRINCIPLES

Form and content must be inseparable, intentionally so.

Content must not be abandoned for the sake of form.

Style cannot exist when it is void of identity.

We must foster style

We must reject stylization.

The homogenization of style must be protested.

Ethical and moral positioning is inherent to style.

Style is our manner of being.