

Sustainability is a buzzword that's in the air.

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But it's hard to be sustainable as an Artist today.

Maybe you can sustain yourself economically through sales to maintain a studio and keep of the practice.

However, all the materials a painter requires, are drawn from Natural resources.

For example most canvas is no longer produced in the US.

It comes from India and around the world, increasing our Global footprint.

Sustainability also has to take into account how many more of us there are, and what we produce.

How much Art does an Artist make in a year?

Multiply this by the number of Artists in the World today.

What does the proliferation of Art as a physical/material object mean?

Art is in the studio, the gallery, homes, apartments, offices, lobbies, and hotels.

Some Art finds its way onto the walls of places we may consider important, such as museums.

The fact of the matter is that the majority of Art in the World sits in storage.

Whether displayed, tucked away, and now digitized, all Art occupies space.

It is part of the consequence of creation, and it's not to be taken lightly.


Yet, consider the darkness that would ensue if the creative act is not engaged in equal proportion to, and in balance with our Capitalistic, Political and Personal ambitions.

Visionary intuition and the Mystery of Meaning might be forever engulfed by the encroaching shadow of "rational thought."

Shall we number and codify everything to an infinitesimal decimal - Keeping the shelves fully stocked, and business-as-usual?

Together we can sustain the creative potential of Humanity.

It's Time to transform our Revolution into Our Evolution.

-  Andy Cross 2012