

The bird is the word – bold and beautiful text art by drivemyart

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Los Angeles, California Dec 9, 2021 (IssueWire.com) - [Drivemyart](#), whose name is derived from the Beatles song “Drive my car”, is an artist, writer, actor, photographer, who is well versed in many other fields as well. Originating from [Geneva Switzerland](#), the artist is a big fan and admirer of Robert Filliou and Dadaism. The principle of equivalence between “well done”, “badly done” and “not done”, the real social poetics of Robert Filliou has inspired him to consider himself a poet as well.

“In ancient greek language “poiein” meant the one who makes, builds, does... And “poiêtês” meant the one who writes (whatever the writing is: a speech, music, laws...). In latin, the word later became “poeta”, which has a definition that is closer to the one we use nowadays.”

Artist Drivemyart takes inspiration from a number of places, including Tibetan Buddhism and the Buddhist master Chögyam Trungpa. The master often incorporated his students' already existing interests (especially anything relating to Japanese culture), evolving specialized teachings on a meditative approach to these various disciplines. Ultimately, drivemyart is moved by the advice not to try to please the public's habits but to stay authentic because it's the only way to produce art with a real dimension.

Following the teachings of Trungpa, his art embodies a very minimal aesthetic and a strict philosophy – to assemble words that have the same amount of characters and to use irony and sarcasm, humor, paradox, parody, absurdity, cynicism... but not forgetting the tenderness and “naïveté” between that:

AUTUMN LEAVES
CHRISTMAS OVERDRIVE
FEET LOVE
FITNESS MATTERS
GAME OVER
HIP HOP
IDIOT RULES
LIFETIME
MARVELOUS CHRISTMAS
NEVER TODAY
PARANOIA SANDWICH
PROS & CONS TITUTION (PROSTITUTION CONSTITUTION)
SCREEN JUNKIE
STAY HOME
WAR FUN
WINTER FLAKES

Each item is written with a custom-made typo that is inspired by the topic. Sometimes these words or sentences also appear as if they were a brand logo. For instance, the word 'F*CK' is presented in a way that reminds him of all the luxury brands' emblems.

Drivemyart draws this idea from Debord, who describes the spectacle as capitalism's instrument for distracting and pacifying the masses. It can be found on every screen that you look at. It is the advertisements plastered on the subway and the pop-up ads that appear in your browser. It is the listicle telling you "10 things you need to know about 'x.'" The spectacle reduces reality to an endless supply of commodifiable fragments while encouraging us to focus on appearances – an unacceptable "degradation" of our lives.

He applies this Debordian concept to his short animation "[Spider world](#)", a piece that asks the tautological questions applicable reflected within the art market. Is the internet (NFT) offering alternative ways for independent artists to exist or is it an illusion? Birth of civilization? Interconnection and vulnerability? Beauty and danger? Ecstasy or pleasure?

Check out their work on [Mintable!](#)

Instagram : <https://www.instagram.com/drivemyart/>

Website : [Photo vidéo | DrivemyarT | Genève](#)

Bandcamp : [DT](#)

Vimeo : [D T - Cameraperson, Director & Video Editor](#)

ABOUT MINTABLE

Mintable is a next-generation non-fungible token (NFT) marketplace built on the Ethereum & Zilliqa blockchain. Launched in 2018, Mintable has pushed the NFT industry forward by being the first to design gasless minting, batch minting, and royalties, empowering artists and creators to monetize their work via NFTs. Mintable's gas-free minting option allows the everyday person to get involved with NFTs without any prior knowledge in coding or upfront cost of minting an asset – a great way for everyone to get into crypto. In 2021, Mintable announced the backing of a list of high-caliber investors including renowned venture capitalist and television personality, Mark Cuban, Sound Ventures, a venture capital firm founded by and Ashton Kutcher and Guy Oseary, and TIME Ventures, the investment fund for Marc Benioff. To date, Mintable has sold and auctioned works by Grammy-Award-winning artists, 20th-century avant-garde artists, and various high-profile artists and celebrities.

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Media Contact

Mintable.app

info@mintable.app

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