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**Konsequence**  
one step at a time

WEB PRINT MOTION

# KONSEQUENCE MANIFESTO

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Konsequence means so much to me, not only as a word but as a lifestyle. sure you could check out the definition of consequence in the dictionary and see what it is and its literal meaning, but what does that do for you if it's not something you live by. as a result, i took Konsequence and defined it for myself and decided that is what i want to live, breath, and create for. i wanted to create something that encourages people to think about where their life is going and how their actions are creating Konsequences. I want to motivate, encourage, challenge, bring joy and most importantly bring change to people through my work.

the reason why i project this piece onto a wall, i call it video graffiti, is to get the message out to people that would normally miss an art or design experience. it isn't just the people who go to galleries, or get a higher education that should get to be influenced by great design. i wanted to get right into the community with my work and project change. there is something to be said for putting up work on a wall, legally, and being able to enjoy the message, design, and experience with a group of people. when people see a change in their everyday environment it calls for investigation. i am going to create a change that is the beginning of something more, not just in the environment, but in the community itself.

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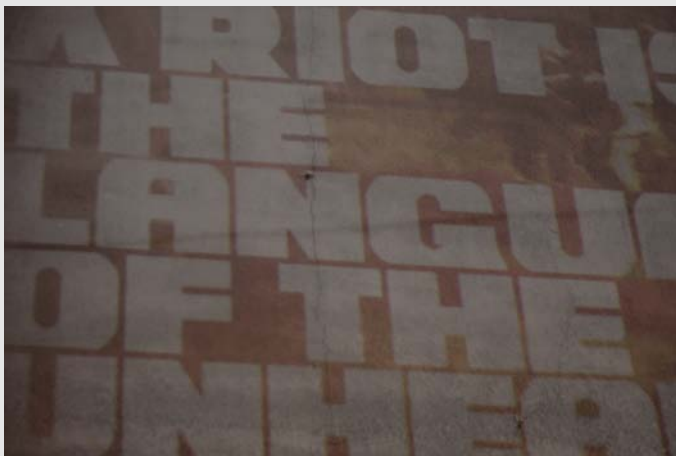
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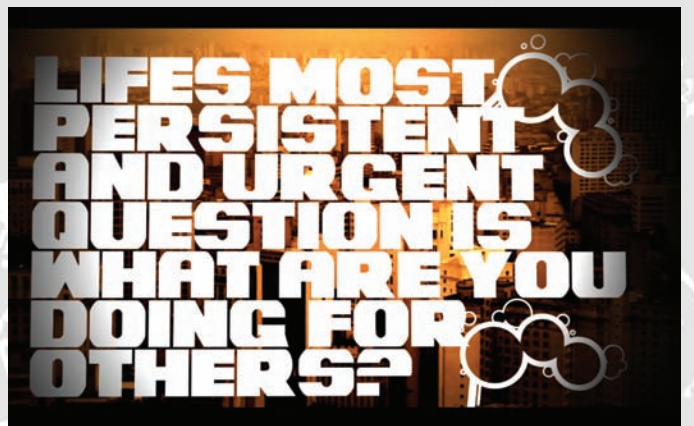
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