

The Founding and
Manifesto of
ZARDULISM
by Zardulu



ZARDULU

Founding and Manifesto of Zardulism 01

In their classical sense,
myths are dead. We have
rejected any connection to the
mythology of the
uncivilized world. However,
the same archetypes of our
primitive subconscious
continue to reaffirm
themselves in modern
traditions.



Founding and Manifesto of Zardulism 02

The relevance of these archetypes has not escaped the attention of those who wish to exploit us. They have appropriated themselves the role of the storyteller. They now write the myths that define our values and world view.

Myths were once messages in bottles from shores our ancestors had visited, how they made the passage and what beauties awaited us along the way.

We no longer gain these valuable lessons from our mythology. It is produced with the sole purpose of exploiting us and has stripped our lives of substance and forced us into a repetitive and automated process of life.



Founding and Manifesto of Zardulism 03

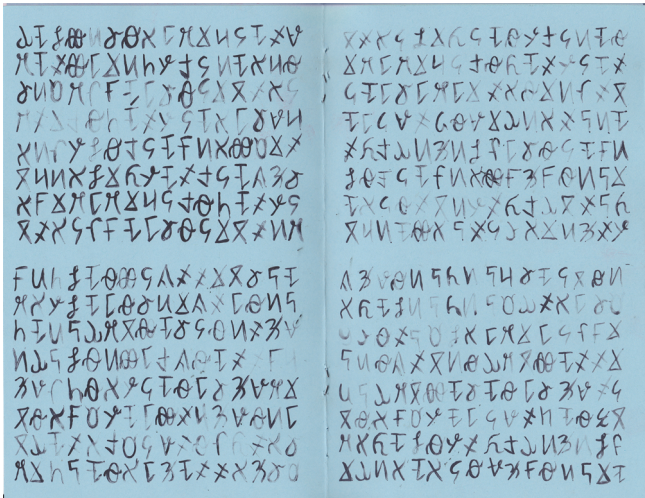
All that once truthfully lived is now a mere effigy. Images have displaced authentic human interaction. Before the advent of the Internet, social life was already not about living, but about having. Those who wished to exploit us produced images to dictate what we needed and desired.

While this continues today, social life has moved further, leaving a condition of having and moving to a state of simply appearing as the image.

Zardulism is the art of creating and perpetuating myths. Dramatic images and language created for the purpose of reawakening and following of genuine desires, experiencing the pleasure of life.

In Zardulism, the imaginary streams into the actual and washes over it, floods it until it has been engrossed. In a world where nothing is absolutely real, appearance becomes meaningless and our presumption of truth in what were told is lost.

Founding and Manifesto of Zardulism 04



Founding and Manifesto of Zardulism 06

F U R L T K Y G E O A D S T Z V
O H T C T F N K O O T F N X H F
G K T J O G X J T E G Z B U X V
X X Y U G O V Z F U F X U X A
G X J T E C Z B U X A Z X F X R
J T J O O N O O R Y G J X K U F Y
X H T H X H G J O H T X Y G X U
F T T O G X X X G T X Y G U X

H T X O O C U K J J O X D V A Z O
F F R O U O X X C X U H Y J G U
T F U K O O F F X H U K J X H Y T
J X X X H Y Z O H X H G J A X J
X F X H C H X H G J O W U Z U J
G T T O T H Y Z F O H O K Y G T T
H X R T J O Z V O N T X Y H G J
X X C O T O A O O X U J T O T H U



H X R T J Z O U X H U K O X X H
R U G O J H C X U J O X C X X X
X X C X O X X O O X U J T O F F X
C G V X N T O Y F A X G Z X C
J X X X H X H G J O W X U H X J
H Y Z O U X H G J X U H Y J G U
G O W X X C X O U G H Y G X X
R U G O J X X G H V O N F R U

Founding and Manifesto of Zardulism 07

~Myths came before art,
before written word and even
language. Myths are the
building blocks of which
imagination and creativity are
built.

~Zardulism asserts that the
creation and perpetuation of
myth is art of the highest form
and that established myths
should be recognized as
cultural treasures.

~Where most artistic
disciplines require mastery of
a single skill set, Zardulism
requires mastery of

storytelling, acting,
directing, photography,
painting, sculpting and more.
All pieces produced to
establish and support myths
are works of Zardulism.

~Zardulism is the mystery we
crave in an attempt to
counter our mastery and
understanding of the world.
It is an escape from our
unnatural state of absolute
rationality and the
expectation that we
function as machines.

Founding and Manifesto of Zardulism 08

~With the advent of the Internet and the viral nature of social media, myth creation no longer requires great lengths of time. For the first time in history, myths can be created in mere moments. It is under these unique circumstances that Zardulism has come into existence.

~Zardulism is a new kind of poetry, written by the Zardulist and recited by those eager to capitalize on any trivial topic or sensational headline that may achieve a viral audience. This displacement of exploitive myth is artistic sublimity.

~Zardulist myths must only be revealed to other Zardulists.

Both, in turn, have an obligation to assist in the creation and perpetuation of the other's myth. The power of the Zardulist is immense but increases exponentially when the efforts are combined.



Founding and Manifesto of Zardulism 09

-The Zardulist must take great measures to avoid detection. It is advised they change concentration and methodology often and take long departures from activity, offering an opportunity to return to an unweary landscape.

-There are myths that have done great good and there are those that have done great harm. Zardulist myths exist outside this spectrum as pearls of merriment for the world to enjoy. In their highest form, for all of history to enjoy. *Ars longa, vita brevis.*