

THE AVANT-GARDE

AKA THE CREATOR

Performer Archetype

GOAL

Create Something of Value By Means of Creative Expression

STRATEGY

Dream It, Create It

VOICE

Bold, Imaginative, Unique

FEAR

Poor performance, Impracticality, Dullness

DRIVE

Express Individuality

POWER

Ingenuity

The audience feels...

Inspired To Express Themselves

Examples

Lady Gaga, Madonna, Elton John



Quote

An artist is the only thing I want to be. I only want my freedom and my creativity. It's all that I live for. I reject the idea that I have to take all the costumes and makeup off to be f-king authentic.

- Lady Gaga



Colors

#FF008A

#8BB7BD

#370DEF

#F8ACCI

Motivation

PROVIDE STRUCTURE