

The Founding and  
Manifesto of  
**ZARDULISM**  
by Zardulu



ZARDULU

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.



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.



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.



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~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.

-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 exploitative 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.



~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 unwearied 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.