Serious S.H.I.T. Website Brief

Background: The Money Problem (Context for Voice/Tone)

This isn't a normal commercial site. The person behind it has a complicated relationship with money:

- **Not driven by accumulation** - money isn't a motivator, never has been

- **Reframe that works**: treating money like electricity/signal flow, the economy as a circuit to bend

- **Core principle**: take money from institutions/strangers, deliver value to individuals

- **Philosophy**: "Nothing is Holy" - everything is raw material for transformation

The site should feel like an extension of the art practice, not a corporate storefront. Honest, direct, a bit rough around the edges. Not slick. Not salesy.

Who This Is

Yaniv Schonfeld (Willbear)

- Interdisciplinary artist, musician, educator

- Aliases: Parve, KillAllUnicorns, WillBear_Fruits

- Based in Israel (Haifa)

- Faculty at Musrara Art School (Jerusalem)

- Runs workshops at Matmon Space (Tel Aviv)

What he does:

- Builds instruments from salvaged electronics

- Circuit-bending, gear modification

- Experimental music performance

- Teaching DIY synthesis and creative destruction

- Designs guitar pedals and noise devices

Brand: Serious S.H.I.T.

Full name: Super Hyper Incredible Things

Flagship product: Fuzilator PukeMachine (guitar pedal, ready for production)

Aesthetic:

- Glitch, defective-on-purpose

- Salvage/resurrection themes

- Not clean, not polished

- Honest about what it is

Site Structure

Pages Needed:

1. **Home / Landing**

    - Brief intro

    - Links to all services

    - Contact info prominent

2. **Mods (Gear Modification Service)**

    - What gets modded (pedals, synths, gear)

    - Process (send gear, get quote, approve, receive)

    - Examples/portfolio if available

    - Contact form for mod requests

3. **Sales (Pedals/Devices)**

    - Fuzilator PukeMachine (main product)

    - Future products placeholder

    - Pricing

    - Order form or WhatsApp link

4. **Workshops**

    - What's offered (DIY synth, circuit-bending, creative destruction)

    - Where (Matmon, private, institutional)

    - For whom (individuals, schools, companies)

    - Booking form

5. **About**

    - Bio

- Philosophy (brief, not pretentious)

- Links to music projects, past work

6. **Contact**

- WhatsApp integration (primary)

- Email

- Social links (Twitch, YouTube, Instagram if relevant)

Technical Requirements

Platform: GitHub Pages

- Static site (HTML/CSS/JS)

- No backend needed

- Free hosting

Language: Bilingual

- Hebrew (RTL) and English (LTR)

- Language toggle

- Each page in both languages

Forms:

Options for static sites:

- **Formspree** (free tier, email delivery)

- **Netlify Forms** (if moving to Netlify)

- **Google Forms embed**

- **WhatsApp direct links** (simplest)

WhatsApp Integration:

```
https://wa.me/972XXXXXXXX?text=Hi%20I'm%20interested%20in...
```

Pre-filled messages for each service type.

Design Notes:

- Mobile-first (most traffic will be phone)

- Fast loading (no heavy assets)

- Accessible

- Not over-designed - functional and honest

- Could use a mascot if one exists for the brand
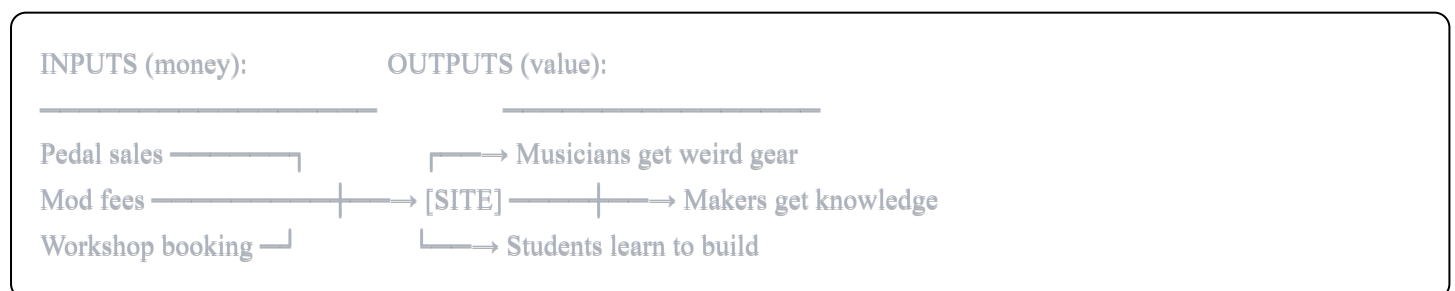

Content Needed (To Write)

Hebrew + English versions of:

☐ Home page intro text
☐ Mod service description + process
☐ Product descriptions (Fuzilator first)
☐ Workshop descriptions
☐ Bio/About text
☐ Form field labels

Assets needed:

☐ Product photos (Fuzilator)
☐ Logo/brand mark if exists
☐ Portfolio images (past mods, builds)
☐ Profile photo (optional)

Money Flow This Enables

INPUTS (money):   OUTPUTS (value):
_____   _____

Pedal sales ————————┐   ┌—→ Musicians get weird gear
Mod fees ——————————┼—→ [SITE] ———┼——→ Makers get knowledge
Workshop booking —┘   └—→ Students learn to build

The site is a routing mechanism. It doesn't need to sell hard. It just needs to make it easy for people who already want this stuff to find it and pay for it.

Priority Order

1. **Contact/WhatsApp** - people need to be able to reach you

2. **Workshops** - already happening, just needs visibility

3. **Mods** - ready to offer, needs intake form

4. **Sales** - Fuzilator ready, needs product page

5. **About** - last, least urgent

Voice/Tone Guidelines

Do:

- Be direct

- Be honest about what things are

- Use humor if it comes naturally

- Keep it short

- Let the work speak

Don't:

- Oversell

- Use marketing language

- Pretend to be bigger than you are

- Over-explain

- Be precious about it

Next Steps for Claude Code

1. Set up GitHub repo structure

2. Create base HTML/CSS with RTL/LTR support

3. Build language toggle system

4. Create page templates

5. Integrate WhatsApp links

6. Set up form solution (Formspree recommended)

7. Add content placeholders

8. Style to match aesthetic

Reference: The Circuit Metaphor

From our conversation - thinking about money as signal flow helped reframe the whole thing:

> "What if money was just another circuit to bend? Not accumulation, not score, not self-commodification. Just... signal flow. Energy routing. Something moves from here to there, something comes back. A system you can hack, reroute, make do things it wasn't designed to do."

The site is part of that circuit. It's infrastructure, not identity.