

## Mouthfull Kaupapa

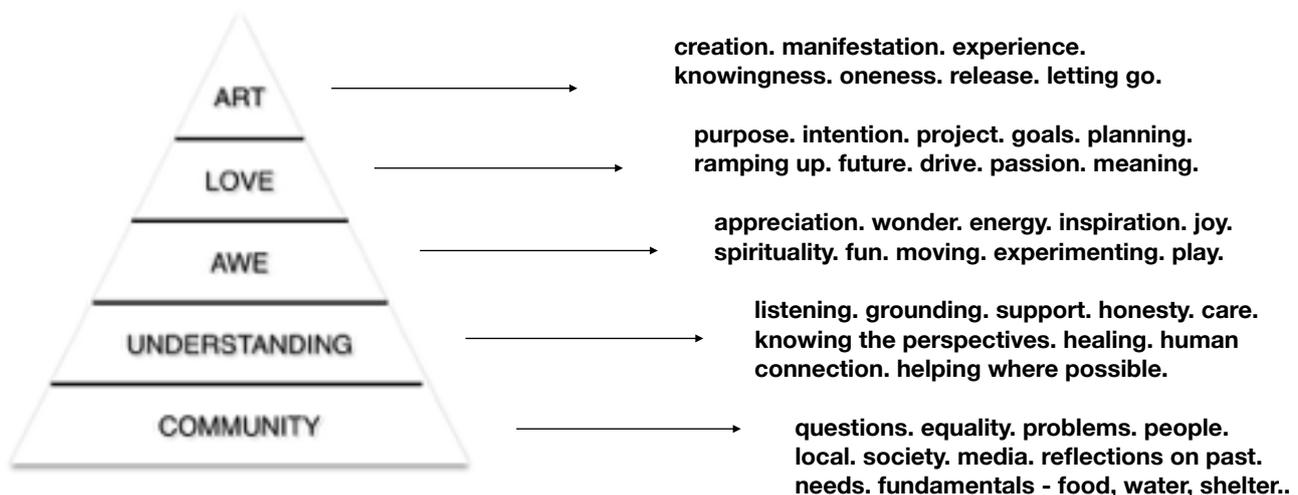
### **Kaupapa:**

1. (noun) a level surface, floor, stage, platform, layer.
2. (noun) principles, policies, plan, purpose, philosophy, proposal, agenda, programme, theme, issue, initiative, values.

### **Mouthfull:**

1. (noun) creative arts collective based in Wellington, Aotearoa.
2. (noun) a supportive platform to nurture the growth and creativity of artists working with all mediums. Connecting, inspiring and empowering the arts community at large.
3. (noun) in a state of media saturation and consumption where one's sensory inputs are full. Too many signals, too much on the plate, too many L's. One has bitten off more than they can chew and is advised not to swallow or they may choke!

### **Mouthfull's Foundations // 'Hierarchy of Needs'**



This pyramid is a point to go back to when making decisions and gaining perspective, with anything Mouthfull related. The bottom tier must be acquired in order to fulfil the need above. If a tier is skipped, the motion of the project will still go ahead and upwards but something may feel missing and the process won't be whole.

Bear in mind, of course, that this is merely a liquid framework and not a concrete truth. However, a starting point (a foundation) is necessary for perspective and progress.

### **What?**

Mouthfull is a non-for-profit organisation. Supporting, celebrating and connecting artists, maintaining a 'space' (virtual and/or physical) to allow for this creative community to take place.

### **Who?**

Mouthfull is an amorphous entity that moves with the flow of the people. Anybody within the team is interested in the power of the creative arts, of community and of trying something new.

### **Where?**

Based in Wellington New Zealand, Mouthfull has its most grounded physical presence there. While committed to cultivating and supporting the flourishing arts community around Aotearoa, Mouthfull is open to connecting with people and projects from around the world who speak the same language in mutual kaupapa.

## **How?**

In order to be sustainable, grants and funding are needed frequently. In particular - Creative New Zealand and the Arts&Culture Grant from WCC. There are numerous other financial/sponsorship opportunities that would function well too, from Eyebeam to Emerging Artist Trust. Mouthfull also have a membership subscription for the website/committed community.

## **Mission Statement:**

Our mission is to inspire and enliven the people around us, encouraging authentic connections, conscious consumption and mindful engagements in all that we do. We strive to invigorate the Aotearoa creative community by supporting local artists, curating experiences, generating meaningful discourse and re enchanting day-to-day life.

Mouthfull is a supportive, inspiring, interconnected network of like-minded people who believe in the power of creativity.

In this extremely technology dependant society, we are constantly being bombarded by a myriad of different stimuli and signals competing for our attention - our senses are full. Ultimately, Mouthfull aims to cut through this noise, being as fulfilling and meaningful to the people who we connect with as we possibly can.

We want to be a reputable, trust-worthy, welcoming source for consuming media and texts; if we curate insightful and meaningful media, people will type in 'mouthfull.org' rather than 'youtube' or 'netflix' online. We are a hub of multi-media visual art, literature, music and anything connecting the peripheries of people or pushing the boundaries further.

The world is becoming increasingly polarised by the way that media is distributed and consumed. By marking out a space for more meaningful, regenerative and kinder interactions, Mouthfull acts as a middle ground for those wanting to take sustainable measures towards creative arts both as consumers and makers. We want to support artists of all mediums, and work together in creating a more engaged landscape that doesn't discriminate nor fills the meaningless, ego-driven thrum of the market.

## **Values:**

- Art is a powerful tool that has the ability to create social change.
- Nurturing local art invigorates communities - which are a fundamental part of human well-being. Happy thriving community = happy thriving people.
- Creativity is the natural order of life. There's an underlying creative force of nature present all around us and within us.
- The Climate Crisis is hugely significant and is contemplated upon within many of our decisions.
- Love, kindness and understanding above all else.
- Capitalism and mass-consumerism is unsustainable and we rage against it.
- Equality is a reality that we must work hard for.
- Collaboration is powerful, the tortured isolated artist is a myth.
- The definition of beauty is the capacity to make one feel more alive. And it's subjective.
- Diversity adds inherent value and beauty and perspective wherever it appears.
- Gratitude is a really lit and dope mindset to cultivate.
- Consume consciously. From where your food and physical goods are sourced, to what goes into your body and brain and senses day to day. Media, opinions, stories, news, art. Be aware.
- The oneness of the human experience, we value genuine connection with people.
- Celebrating and championing local artists, not giving in to judgement, fear or tall-poppies.
- The power of the people and community to enact societal change. We value rebels & risktakers.

### **Acknowledgements:**

- We acknowledge that we are in a very privileged position to be able to realise these projects and have the opportunities that we do.
- We acknowledge that the land we are working on is stolen land. The Crown took it from the indigenous Māori tribes in 1840 and we are extremely grateful to be here, guardians of Papatūānuku as best as we can.
- We acknowledge that for some people Mouthfull may never be a safe and inclusive space that they want to participate in, and that is perfectly okay. We are trying our best to be welcoming and unified in all that we do - with transparency and honesty and good-hearted, compassionate intent.
- We acknowledge that the Climate Crisis is a visceral reality. An ecological collapse is fast-approaching and we must take sustainable, conscious decisions in credence of this.

### **Agreements (within the team):**

- I agree to listen. To myself, my inner child/voice, my gut and my heart. I pledge to be true to myself and, in turn, to be true to others.
- I agree to listen to others. Not to just nod along and conversate. Truly listen - actively, presently and respectfully. Hear the opinions and feel the vibe of other people. Collaboration is crucial and understanding one another is even more so.
- I agree to choose love over fear. In decision-making, ideating, mood-managing and all other circumstances. I will try my best not to act on my brain's impulses/emotions (which is very difficult but very worthwhile). I will not make assumptions and not be afraid to ask questions - no matter how silly, pointless, vulnerable they may seem!
- I agree to follow through and complete tasks that I sign up for.
- I agree to ensure that my actions are not serving solely myself, but are definitely beneficial to the greater good of Mouthfull as an organisation.
- I agree to respect other people's time. I understand that everybody within the Mouthfull team, at least, has got a lot going on in their personal lives and artistic lives. So I will always communicate if I'm feeling overwhelmed, stressed, going through a hard time. Leaving people waiting, being unanswerable with no prior contact is not cool! I agree to help others to understand by communicating, and to allow space for them to do the same.
- I agree to balance any unequal workloads with transparency, integrity and accountability. And to switch up different responsibilities/tasks when necessary between comrades.
- I agree that if anything to do with Mouthfull gets too heated, sour, nasty, complicated, off-track, overwhelming then I am better off and in my right to simply take a step back and leave (momentarily or permanently - with my comrades and friends in mind of course), as I am in a privileged position to be doing this in the first place and in the end nothing really matters.
- I agree to continue to learn new knowledge and perspectives. Whenever I can, to be researching, innovating, reading - this in turn will further our practice, perspective and wisdom.
- I agree to live by the values, memorise the acknowledgements and agree to these agreements.