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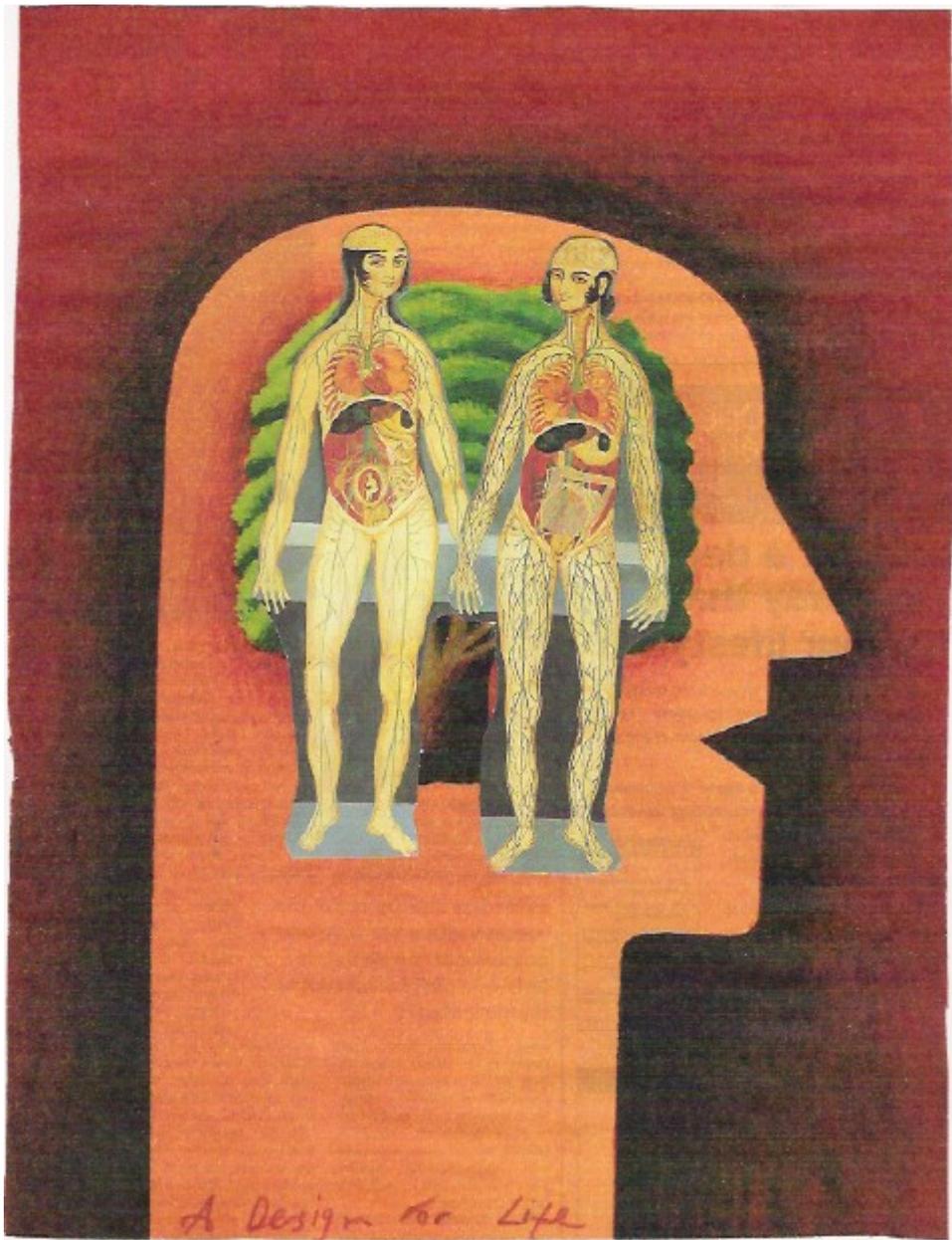
Don't you enjoy being alive? Don't you like feeling: this is me, this is my hand, this is my leg. I'm real, I'm solid, I'm alive!

Welcome to Love Should Simplify And Tidy. We are newly created having just split from the graphic art wing Macarenses. Before we say what we stand for we will first give reasons as to why we split from Macarenses.

We have worked with Macarenses from the beginning and it was all good. Yet, in time Macarenses has (as he freely admits himself) become ground down. There is no doubt though that as a result the images have attained a new level and production has become more prolific. Yet, he has become so negative that he has become impossible to work with. We had to leave him for our own sanity. He works best on his own and we leave him to be the saddest man in Europe. We feel when the revolution comes his concentration on the negative aspects will just leave a bitter taste in the mouth of future man.

We still believe in the original Manifesto of change, yet we differ in the way in which this change will be achieved. Unlike Macarenses, we think we need to concentrate on all that is good in the world, not the worst. We will not feature disorted images of men and landscapes, there will be no skeletons or dark shadows and no agitational words. The spreading of love and beauty by aesthetic images will simplify and tidy. This will be cathartic and man will rise out of this current world and make the change in a positive manner. Man will see the beauty of this world and will fight to save it, rather than wanting it all just to end. With us future man is more likely to flourish. It is time man stepped out of the shadows and bathed in the light of the sun. We hope you will join us as we step out of the gutter with re-newed sensibilities on the visual beauty that surrounds us.

Long Live 'love-prop'! Long Live 'Love Should Simplify And Tidy'!



A Design for Life

