





ActiveBase Art and Spectrum Personal Manifesto

  @ActiveBaseArt

For many years I have developed a concept which could be a universal instrument for creative investigations, produce new results and support human development. I have been carrying out interdisciplinary cross-field research based in Natural, Social, and Humanitarian sciences, as well as arts, both in the Eastern and Western traditions, in search of new ways of perception and new integrated meta-language.

For many years, I experienced it myself. I talked with students, artists, and scientists. To discuss the bigger picture I communicated with businesspeople, social and religious leaders. These discussions brought me to the conclusion that there are experiences which are shared by very different people; I felt the necessity to develop a sort of common language which could be used by these varied people to help them navigate through the wide range of phenomena.

During this period of research, I persistently practiced my art approach because there appeared to be an inseparable unity between the ideas and the resulting physical artwork. It is no wonder as the deep trait of Nature for both material and abstract levels that the aesthetics we could consider as a decoration in fact is highly functional. In my creation I am trying to make an image as an Infographic to allow the observer to extract encrypted data from abstract world browsing through the subject, colours and shape. With this knowledge, the artwork I created showed this change in my perception; I was also able to delve deeper in my research on shared experiences. I put all of my efforts into describing ActiveBase Art and the Spectrum by way of a series of Manifestos to make this future more suitable for creative people of any kind.

Changing World: The Time Is Now

I decided to produce The ActiveBase Art Personal Manifesto now due to the COVID19 pandemic and the attendant world-wide lockdowns. The events of 2020 have forced the final transition to the Information age to one year rather than the 5-8 which I originally expected.

I researched the Natural, Social and Humanitarian sciences in search of new solutions for these times of fast change, social restructure and informational singularity. I thought about how I could develop a tool to be ready for the next opportunities, how to predict or create them in the post-Industrial world.

ActiveBase Art Spectrum and Prizming

Our times require a new mind-state; a new way of thinking and of navigating through life. I developed the ActiveBase Art Spectrum (*The Spectrum*) philosophy as a prizm through which we can see the ways that seven various forms of signals are operating together and how they impact the real world.

I based the ActiveBase Art Spectrum on the Seven-level Archetypes which are deeply inbuilt within human culture and being. The seven perceptual positions of the Spectrum are similar to quantum levels: each level is experienced, explored, structured, individually mapped, developed, and used as a source of energy and for making decisions. It is natural for people to look up at the stars, and the Spectrum plays role to help them move to these upper levels.

I call the process of perceiving all types of information through ActiveBase Art Spectrum "Prizming". Like an optical prizm that refracts light, prizming through the Spectrum allows us to perceive the variety of information and operate with it. This is true not only concepts; every human has their own individual Spectrum through which they can proceed and evolve. Prizming seems a simple word, but it describes an enormous concept - individual development to develop and progress to the upper levels of the Spectrum, navigate through life using the appropriate internal sources of motivation, information analysis of life events, creation of new fields of activity, collective processes and many others.

Prizming is not an entirely mental process, but the united instrument to gain specific vision and impact power. Please read the ActiveBase Art Technical Manifesto for more information about this concept.

Prizming is an individual practice. Knowledge and perception of the Spectrum allows me to recognize each of Seven levels when it comes up organically in a mixed sequence. I know I am prizming when I have a specific feeling of an open gate to fulfil my general life plan. Sometimes I perceive as important details which seems casual. For example, intuition points to a very specific detail which links one level with another: a new term, new subject. I know I am prizming when I experience an extended mind set which allows me to perceive clearly the following steps in a sequence and combine already prepared ideas and qualities into a concrete future project. I am prizming when a future vision starts to unfold in semi-transparent layers, one over another, connected with a variety of different things. It happens by itself as in this moment I am perceiving a part of the Spectrum which contains possibilities of future and my role in them. I become the gate to possibilities. It could be a long state, lasting for hours, but also sometimes it is an intense splash of insight. When I have it looking at my blank canvas, I perceive as if the layer of a future painting is projected on it. This mindset is the best feeling of an extended existence which I could not compare with anything else for the level of enlightened interest and pleasure. May be only with deep mutual love? May be. I am searching for it more and more, and more deeply because it is the best realisation extending my human being part to the universe.

Prizming is an active process moving through the Seven perceptual positions of the Spectrum. It is based on education, on the development of personality and of balanced practice. We know that human beings are connected to one another through collective subconsciousness. In Western culture Carl Jung started to research the idea of a collective subconscious, and this is reflected in much of his writing, including "Archetypes of the Collective Unconsciousness", "The Concept of the Collective Unconscious" and others. Since the time that Jung was working, the field of Psychology has moved forward, and connections have been made between Psychology and other branches of the natural science in order to understand this phenomenon more.

One of the treasures of Western civilization is this hard job driving society forward. It is the slow and persistent process of developing consciousness, rethinking, moving away from the negative and destructive aspects and make it more fit to move into the future. Eastern culture, in contrast, has

long focused on the internal search, developing meditative practices with the aim to look at what is inside the self and too understand it through personal experiences.

I designed prizing to play the role of common language and flexible instrument allowing wide range of people actively participate this process. "There are sometimes physical reactions, including cramps in muscles, to contrarities in mental or emotional levels. This is an experience which was detailed in the writings of Wilhelm Reich. These difficulties and pains can be a drain on both energy and time, spent dealing with the issues." These contradictions may also prevent people from making better decisions. By Prizing these contrarities, we can explore and dissect them, and could find that they might not be actually so insurmountable. Rather than being viewed as a hurdle that cannot be surpassed, these contrarities could actually highlight areas of focus and a pathway to higher levels of the Spectrum.

People can develop themselves and their society through both internal or external work, by encouraging personal growth and social participation, through business or any other activity which is understood by referring to the Spectrum.

Balanced Duality

By resolving the seeming contrarities which are erroneously said to exist between the abstract idea and the material, the ActiveBase Art Spectrum highlights the importance of a balanced duality. As complex numbers consist of both real and imaginary parts, and a human being is the breathing body-spirit, so the result of prizing through the Spectrum is the duality of idea-object. For example, a consequence of prizing could be a specific Spectrum description and a physical piece of artwork.

Like wave-particle duality, where every particle or quantum entity may be described as either a particle or a wave and where a particle is a material, and a wave is not, every piece of art made using the ABA Spectrum is the duality and unity of created Object and the research and self-improvement which comes from developing the Spectrum.

Thinking about levels of the Spectrum in terms of Physics, like different frequencies of waves, gives the analogy of the varying qualities which are the essence of each level. Each of seven levels of the Spectrum requires the advanced practitioner develop qualities of perception through education and practice. It means, to get from the Red level to Orange and levels above these, practitioners must develop themselves, invest their energy in their improvement and produce a stable result.

The ActiveBase Art paintings and activated painting technique and style was created to physicalise the teachings of the Spectrum and to create examples of how it works in practice. Each ActiveBase Art painting contains the duality and is an inseparable unity of the actual art as an object and the level of the Spectrum where the practitioner is working. The paintings could be read as infographics and could help drive the observer to their own journey.

Infographics

For example, the first level (Red) is level of personal opinion, of reactions which come from the instinctive level of perception. It is governed by fast-thinking brain processes with the author as a central figure and so leads to a variety of subjective interpretations. My paintings from the Red level described my attempts to deal with different situations.



ActiveBase Art and Spectrum

The Red Level is first perceptual position a fully associated with personal deep feelings or crisis that artists can't express in any other way. Their Art causes its audience to experience certain feelings.

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The 2011 year was full of silent struggle with a blind alley situation. I already published my books and planned some educational steps, but it was no way to do it in my current environment. At the moment, I found it almost impossible to move somewhere else. It was no way to develop what I wanted to do, no matter how hard I am trying.

The 2012 year was much better. I decided which path I would not follow no matter what it promised. I was a Head of Management department in one of the private institutes. My concern was to make the process of education for students more creative, interactive and well understood instead of formal repetitive formulas. I was working transforming standard ways into ones suitable for future.

Glass Prison, 60 x 80 cm, 2011



Ascension, 60 x 80 cm, 2012



In contrast, to perceive the 6th Level, *Global Problems*, would require an understanding of the bigger picture, based on previous experience, monitoring the issues, detailed study, and long-term involvement and participation. This deeper understanding comes from slower thinking brain processes, in contrast to the immediate and instinctive reactions which fit the earlier stages of the Spectrum. In my case, I took the Sustainable Development online course, administrated an international Facebook group, initiated some online actions, as an international mentor supported my classmates from Africa in their project of Earth Ships. Based on all of this and the previous experience, I made 2014-2015 Climate Change Projects.



ActiveBase Art and Spectrum 6th Blue Level -

This level is about large, long-term programs and those movements which concern the majority, with the widespread perception of reasons, post-reasons, abstract thinking and knowledge around how a big system works.

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The Age of Sustainable Development online course

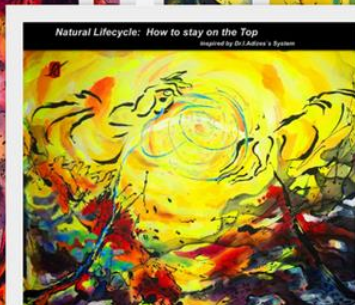
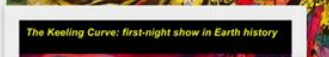


The map of participants of the Facebook group



Climate Change 2014 Project contains 11 ActiveBase Arts

Mindmaps made
for the Facebook group
and Start Living Green
project in Africa





The ActiveBase Art and Spectrum (The Spectrum) as Seven-Level Archetype

The Spectrum is a sequence of different perceptual positions experienced by a practitioner.

ActiveBase Art and Spectrum levels of Perception

Examples

The next three are much more abstract and require education and practice to develop.

The first three levels could be gained instinctively or could be learned from personal life experience.

7	<p style="text-align: center;">7th Violet Level</p> <p style="text-align: center;">The Violet Level is a totality. To be a part of a grand plan so deep as to become an ambassador on a global scale, with a life-long engagement, responsibilities and long-term influence.</p>	<p style="text-align: center;">Long term/global scale personal influence</p> <p style="text-align: center;">Nelson Mandela Jiddu Krishnamurti</p>
6	<p style="text-align: center;">6th Blue Level</p> <p style="text-align: center;">This level is about large, long-term programs and those movements which concern the majority, with the widespread perception of reasons, post-reasons, abstract thinking and knowledge around how a big system works.</p>	<p style="text-align: center;">Large scale organizations/ideas</p> <p style="text-align: center;">the future is built from the ground up, IKEA, Facebook, Instagram, WhatsApp, Uber. Global scale movements like Climate Change.</p>
5	<p style="text-align: center;">5th Cyan level</p> <p style="text-align: center;">to engage in actions on a scale wider than the everyday or household environment, put all of your mental resources towards it and are responsible. People must learn to optimise the resources in order to get better results. This requires quite a detailed knowledge of the subject and continuous involvement with constant feedback.</p>	<p style="text-align: center;">Middle scale/ Organizations</p> <p style="text-align: center;">Businesses of different scales. Charities also represent Cyan level, from Friends of Trees, to cat's rescue and fostering.</p>
4	<p style="text-align: center;">4th Green Level</p> <p style="text-align: center;">This level represents the first engaged steps out of the comfort zone. It brings an understanding of the complexity of the environment and initial ideas about more complex plans. It requires education, persistent study, analysis, constant feedback</p>	<p style="text-align: center;">Middle/Long term education</p> <p style="text-align: center;">resulting with an achievement. much personal work and less group work or help from the others.</p>
3	<p style="text-align: center;">3rd Yellow Level</p> <p style="text-align: center;">This is the first more or less balanced perceptual position where reality is the playground for the searching experience. It requires some knowledge; when people are browsing and experimenting. It is the last Level to be gained within a comfort zone. However, it brings the essential hints and tips to personal and professional growth.</p>	<p style="text-align: center;">Personal Search of Unknown</p> <p style="text-align: center;">in our internal call for something, searching, and sudden catharsis of understanding something more abstract than common life.</p>
2	<p style="text-align: center;">2nd Orange level</p> <p style="text-align: center;">This level concerns the first recognition which is based on our feelings about the bigger scale of the reality. The instinctive perception that the environment is more complex and could make an influence on people. Ego becomes smaller than the environment which influences it.</p>	<p style="text-align: center;">Personal adventure</p> <p style="text-align: center;">somewhere in nature alone. It might not be so far away, but the necessity is to get out of the common, everyday mindset and attitude and to face something massive by living an independent life.</p>
1	<p style="text-align: center;">1st Red Level</p> <p style="text-align: center;">This is the self-centred world, seeing, hearing and feeling the situation through your own eyes, ears and feelings. The environment exists only in terms of it producing pains or gains to the person. It is unbalanced and a dependant perceptual position where the Ego and personal needs are everything.</p>	<p style="text-align: center;">Self-centric frustrations and excitements</p>

Holistic Approach

The Spectrum was designed as a holistic approach with a wide range of applications. It works to navigate people through the data-driven world using intellectual mapping and specific human talents, such as deep intuition. Personally, I used it in my own research, which include leading a management club, self-development consulting, researching and writing books on a variety of subjects.

Every task requires a specific energy in order to complete it, and the process of working on such a variety of tasks as I did required even more energy. The act of Prizming showed me the path that should be followed, in what time; I then prizmed the way that I recognized the sequence of small independent events which drove me towards the certain path.

When prizming to the cyan level in 2013, I was focused on gaining the next step from my Marketing and Business 2012 project. However, in 2013 I wanted to be in an open dialogue with the universe to bring me new insights and a new path. I heard about by Dr. Adizes and his methodology and read his books because of my academic career in Management. It was a certain moment when I started to paint the prototype of 'The Ideal Manager (PAEI)' based on his methodology. Just after finishing the painting I read an article by Ichak Adizes in his blog and wrote him an email with comments. He responded. Then I show him my paintings dedicated to his system and as he found them correct, the next step was meeting and collaborative project.

Prizming the next steps in life frequently starts from asking yourself a question. Then, by the act of prizming, I started to find the answers developing in my mind, with more and clearer thoughts around the matter. When you are on the path, the requirements of your journey drive you forward. This may sound a bit vague, but I believe that this poem by J. R. R. Tolkien perfectly described this idea:

*The Road goes ever on and on
Down from the door where it began.
Now far ahead the Road has gone,
And I must follow, if I can,
Pursuing it with eager feet,
Until it joins some larger way
Where many paths and errands meet.
And whither then? I cannot say.*

It is not always clear will and focus which will drive you to the future. For something really new, there can be a subtle internal desire and readiness for the travel. For example, in the period of prizming my next step in 2014, I had some conversations with friends on Facebook concerning the applications of Ichak Adizes's theories; Mr Adizes's theories were a major inspiration for my 2013 project, using then Cyan level of the Spectrum. One of my friends asked if I go to Gaidar's Forum ([Link](#)), one of the biggest international forums in Russia. Usually events of this size are booked far in advance and so unavailable; I never had an idea to participate in it. My friend provided me with the link and told me that the forum would take place a couple of days later; I applied and surprisingly received an invitation to the event. It was a huge program of events running simultaneously and I visited many of them, including a Sustainable Development discussion. It was at this event that I first met Jeffrey Sachs and started our contact. Within just a few days another friend, with no connections with the Gaidar Forum, told me of the first Sustainable Development course on Coursera which was run by Jeffrey Sachs ([Link to coursera here](#)).

I would like to highlight that, for the Blue level, the path appeared and opened the certain journey for me. The future is always whispering but is not always completely clear.

The Spectrum allows for a clear sensation or feeling of cause and effect, otherwise known as Causality (<https://en.wikipedia.org/wiki/Causality>). I would compare this sensation with the internal call which can lead lost pets to find their homes, or of fish to return to the river of their birth. In terms of the Spectrum, a sensitivity to the personal Cyan level can lead to a sensitivity of the personal optimized Blue level. Without the conscious Cyan level, it can be easy to miss the next chance as causal appears random. It is as if you should sit at home, calm and prepared to meet something important, but instead decide to go to a party, and so miss the next opportunity.

Open to All

I built the ActiveBase Art Spectrum and Painting to play their transforming role and would like to open it to a wide range of professionals. Nowadays, many specialists such as life coach, psychologists and scientists develop advanced, intuitive perception and artistic skills. Besides, in recent years people in general have become more interested in self-development and understanding life as it becomes a new life skill. Everyone faces the necessity of personal development nowadays, and ActiveBase Artists are capable of developing themselves consciously, recognizing and understanding the next steps and where they lead, having the Spectrum as a common language to discuss it between them and to educate others. I can describe the principles of those people who could become future ActiveBase Artists.

Future ActiveBase Artists

I can describe these people as skilful, multi-disciplinary, with a wide range of interests and abilities, willing and able to take on the challenges of turbulence times and fast changes in Information Age.

I believe that future ActiveBase artists are those who can understand human nature as a complex mix of instincts, intellect and high motivations. They know that intelligence is what binds the emotional state and the vision which actively forms the future. To build a strong mind, one that is stable and sensitive, they would embrace transformational experiences and celebrate education and self-development. Exploring and explaining reality they use the Spectrum to prizm, extending their explanations to clarify the variety of life's experiences. They are actively working on self-development, overcoming self-sabotage and internal contrarities. When communicating, ActiveBase artists support a productive and changing dialogue for problem-solving. It comes both from knowledge and internal stability, which is frequently associated with self-confidence. I am thinking about them in terms of sustainability, with a smart approach to resources, and thirsty to chase horizons.

How to Join

A wide range of possible usage of the Spectrum is described in the ActiveBase Art Spectrum Technical Manifesto. I would like to name a few of those possible uses here. It is not necessary to be an ActiveBase artist to engage with and react to the Spectrum or to form some interpretation of it. To be an ActiveBase artist, all one needs is to agree with the Principles and dedicating time to learning how the Spectrum works. After gaining this initial knowledge, people can operate with the Spectrum on the Red (*Personal*) level, giving more deep opinions, reactions, interpretation, and use it for their self-development as well. Moving to the upper levels of the Spectrum is then a matter of personal and professional development and described in the Spectrum Technical Manifesto.

An Interdisciplinary Approach

Knowledge is power, and technology is the instrument.

I am aiming to make ActiveBase Art the manifestation of inter-disciplinary, multi-skilled human activities. The post-industrial world in which we live means a tremendous amount of human jobs have been passed to robots of any sorts on daily basis. Robots or algorithms, even self-taught, could only imitate, repeat and combine. In this post-industrial world, it is a strong call for certain human traits. Thus, the logical requirement for ActiveBase artists is the priority to create ideas and objects which are a personal interpretation of the world and created in a way which could not be duplicated, copied or done by somebody else.

When describing how people are actually thinking, the eyes and the hands are extensions of the brain. Trained eyes are capable of reading information from the multidimensional level of messages and deliver it encoded to the visual areas of the brain. Skilful hands are capable of linking information from deeper parts of the brain, even without understanding, and transform it using the language of chosen skills and techniques and transfer the information to the media.

Both processes require time and deliberate choices, which actually is the time for the inner analytical system to deliver that most specific information which is mostly inaccessible as it comes from the deepest levels of the mind, from the place beyond words and images, from the primary codes.

You can learn more from ActiveBase Art and Spectrum Technical Manifesto.

This is the reason to insist that ActiveBase Artists should base on the level of complexity and originality of their arts, and informational fulfilment as well.

The Spectrum gives the explorers precise energy so they are motivated and constantly stretch their boundaries while multiplying and developing the skills needed to achieve the next level of complexity and originality. You can see the evidences of the Spectrum by looking at an ActiveBase artist's works develop through time. More details are in ActiveBase Art and Spectrum Principles and Technical Manifesto.

I designed ActiveBase Art to celebrate complexity, originality, and a strong will to dig deep and level up wrapped in aesthetic forms. ActiveBase Art could be a perfect base for collaborative projects as I showed in my "Corporate Lifecycle" 2013, the Blue Level of the Spectrum, with Ichak K. Adizes.

I would like to inspire future ActiveBase Artists to use their perception to create various forms of innovative art, including literature, music and education. ActiveBase Art encourages those who follow the Spectrum to dig roots of national cultures to reveal its positive energy. While exploring the Spectrum individually or in groups, ActiveBase Art practitioners celebrate the valuation of knowledge and benefit from building the bigger picture. Understanding differences through the Spectrum, healing contrarities, can welcome positive changes and create groups, supporting each other through their journeys.

Being self-actualized, these people are continually growing in terms of personal development, profession and impact on the society.

Harness Turbulence

In my practice, I noticed that adaptation works well for slow changes. However, for these times of fast turbulence, it is not enough to delay and wait before thinking about how to change. The Spectrum was designed to provide the base to be proactive, making immediate changes a reality.

360-Degree Solution

I am trying to make a 360-degree solution with high potential to adopt for future. I am trying to get the space for people which could not be replaced. In post-industrial future it is the necessity to invent something which never exist before: No matter what ActiveBase Artists do in the future, all of it will be under the principles of the spectrum.

People who can share those values are real.

In the integrated world which we have now, it seems possible to gather these people together. The Spectrum is an Archetype which means that, no matter what language or culture people belong to, every one of them can operate the Spectrum. They are creative and capable of prizming. Although at the moment I am the first official ActiveBase Artist, I would like to claim my intention to find those people and to deliver to them the result of my search.

Written by Anna Chudnovskaya, 2020
www.activebaseart.com