



**FANCYTHATSHIT.COM**  
**CHARTA**

Welcome to the design concept of fancythatshit.com.

Our task will be guided by the wishes of our customers and our definition of the 21th century.

We see it as our task to create a fresh coat for the 21th century. In this design concept you'll see how it works.

[Click here for the german version.](#)

**THE PROBLEM OF OUR TIME:**

**THERE IS NO  
21TH CENTURY**

**WE DON'T WORKING TO SHAPE THE FUTURE.  
WE TRY TO PREVENT IT.**

The aims of FNCY® are similar to the aims of the vanguard: In the outgoing 19th century, groups of artists were motivated to define new basics of arts for the new 20th century. We will do the same for the 21st century. In accordance with the start of many **hipster foundations**, the **nonsense of design sustainability** and **new dangers** like the **corona virus**, new values are necessary for our time.



The heart of our enterprise FNCY® are new design innovations like this. If you want to learn more about our products, you will know all about it when you will see our crowdfunding video. It is available in August, 2020.

The control unit named „FNCYSTCK“ is a scientific work of the designer for media engineering Areopagites.

# WHAT IS THIS ALL ABOUT?

QUESTION FROM RETRO\_LAETTA  
@INSTAGRAM:

Dear  
#fancythatshit-team,  
unfortunately, I don't  
know what's the sense of  
your Instagram account  
really is. Tell me  
more, plz!



Photo: Petra Burmeister

Different kind of forms of the 20th century which we adopted  
in the 21th century:



performative



traditions



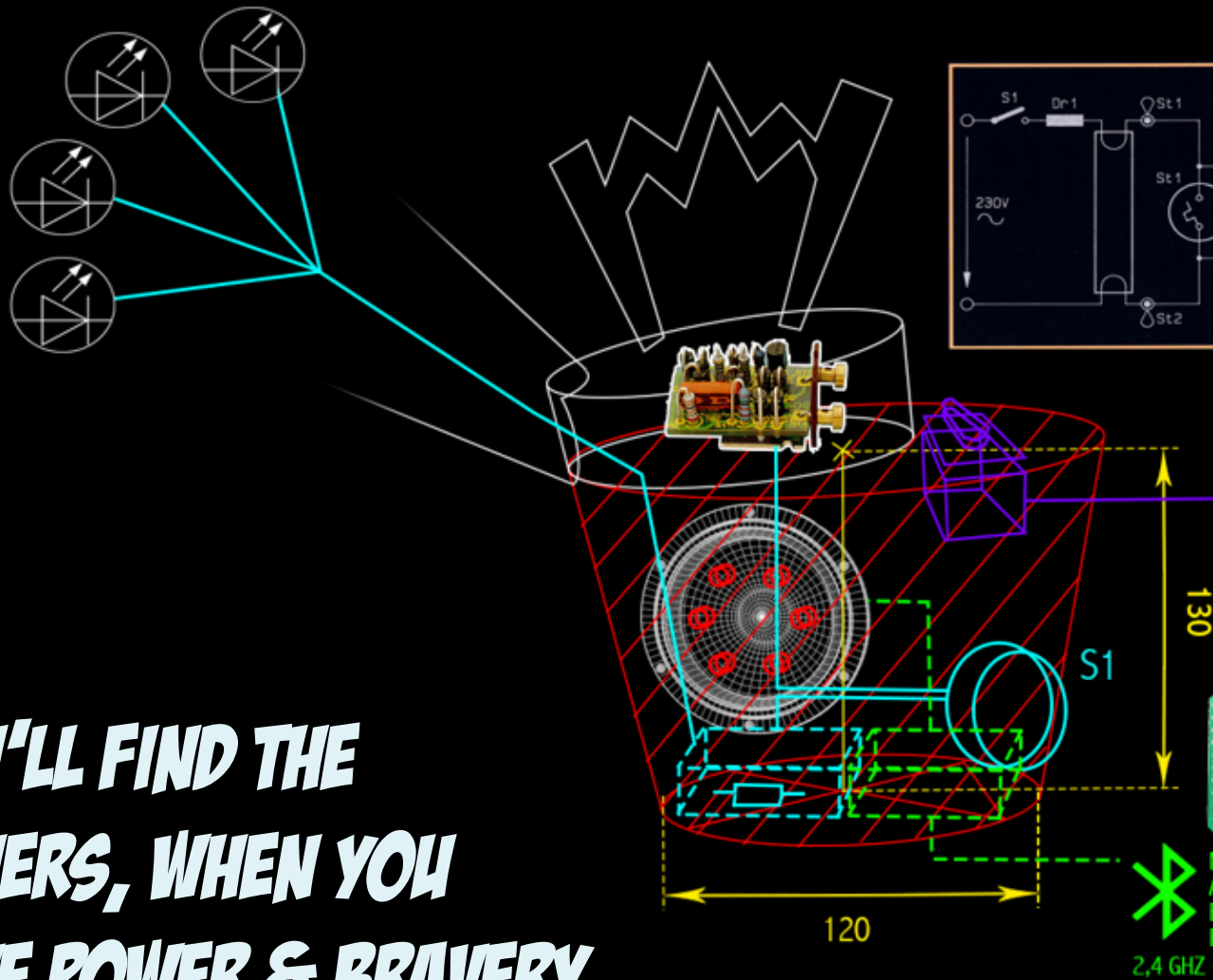
digitization



hollywood

## CYBERPUNK

The pioneers of the scenes in the 20th century paved the way for traditions of the 21th century. Excepted from Hollywood, all that forms are „Cyberpunk“ in our sense, because the time of their meanings are over. So we mixed their legacy with our new mission statement and include it in a new design form. Because of the purposefulness of our products, we classified them as [interface design](#).



# ***YOU'LL FIND THE OTHERS, WHEN YOU HAVE POWER & BRAVERY***

Beside the projects of the mainstream and for the soul, we are searching for collaborations for our advertising videos with following professional groups: dancers, video artists, photographers, models and make-up artists.

Everything in our area has a name, even our team named „21th century“.

The aim of our enterprise is to sell the controller called FNCYSTCK and established its position in the market.

The aim of our movement is to infiltrate the mainstream with new guidelines for the 21th century.



# UNICORN

(mascot)

Stands for the run-down individualism in the 21th century. The dream of humanistic liberal individualism is a mythical creature like a unicorn.

This unicorn is uninspired: It looks for happiness, but it hasn't energy and drive.

# #AGAINSTLEFTWINGPOLITICS

Im Zuge eines klischeebehafteten Kreativitätsbegriffes wollen wir aufräumen: Kreativität beruht nicht auf tollen Menschen mit freien Geistern.

Dem Spirit des 21. Jahrhunderts kommt man nicht mit „Menschlichkeit“ auf den Grund. Eine Sache, die dem Begriff der Kreativität mehr schadet als nutzt.

Denn sie lebt von Leistungsunterschieden und Spannungen.

Hätten wir den Weltfrieden, gäbe es keine Kreativität.

Was die Linken tun, erinnert an die Zeugen Jehovas: Andere davon überzeugen zu müssen, dass eine andere Moralvorstellung besser für die Welt wäre. Ihr Glaube beruht auf Verdrängung. Deshalb betrachten wir sie als Sekte.



# #FANCYTRUISMS