

## **from A conversation with artist and writer Christine Palamidessi**

Many of us pursue our creative work in a production-centered way because that is how our culture promotes success. “Greater Productivity” means that you are ambitious and driven and likely to “make it”. The Internet reinforces this upon us via its algorithms that reward more and more content (even Substack is not immune to this). But to maintain a lifelong connection to your creativity, you can’t really approach writing and art with this in mind, especially if you have to work a full time job that is separate from your creative work. It is unsustainable.

There’s also this other thing, which is the need to be validated in some way for our work via rewards or recognition. But Christine makes it really clear that if you want to be famous you need to get comfortable networking and making friends with the wealthy, because those individuals are the people who buy and produce your work, who are the traditional cultural gatekeepers in many fields, and who can elevate your status.

Now, new media routes are a bit different than traditional ones...but I think she understands the economies behind these industries really well, having spent her life working in them. I don’t think the new media path is as free from the traditional one as we’d like to imagine it is.

I also love that she understands how the Internet has altered writing, making it so much more ephemeral and disembodied than it was prior to the 21st century. That’s something I could spend weeks talking about because it has drastically changed not only writing, but fundamental truths that underlie how we think and how we act as well.

This disconnection from the body has made the act of writing even more cerebral than it was because it no longer requires the connection between the process of putting pen or pencil to paper. And the work on the Internet can seemingly overnight disappear (though we also know that nothing on the Internet is gone forever).

**Autumn Widdoes: <https://autumnwiddoes.substack.com/p/if-you-want-to-reach-rock-star-status>**

