

# Zealous Plans To Save The Economy With Creativity



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In the last 50 years or so, our economy has evolved from an industrial to a financial.



According to the founder of [Zealous](#), [Guy Armitage](#), we're beginning to see another shift - the downfall of the financial sector and rising from the ashes will be the creativity economy.

A far cry from Jeremy Rifkin's Third Industrial Revolution manifesto, Armitage believes a shift is coming and it's centered around the creative industry. Thus Zealous was born.

“ Creativity will ultimately save our economy -- *Guy Armitage, Founder, Zealous*

Zealous is a new start up out of the UK claiming to be the first social platform for creatives. A completely open platform where anyone can join whether they're creatives or just want to discover creative works, Zealous believes creatives will be the anchor in the next economic tranche.

Zealous is another social platform that you will have to log into and customize, but it's a breed apart from the linear, wall-like worlds we have come to live in online. For starters, it's a beautiful, engaging platform that encourages customization and exploration in an intuitive panorama-block style navigation. Even if you aren't a creative, it's a stunning place to view objects from the creative world, like your own private tour of unique art galleries.



Photography by Morgan White on Zealous

Armitage believes the new creative economy can't be outsourced or copied, like

manufacturing. This makes it one of the most unique type of economies that has ever existed.

"The creative sector is one of the fastest growing, employing more than two million people and representing six percent of the UK's GDP," says Armitage. "Simplifying how creatives work with each other isn't so much a choice, but a must for our economy to thrive."

So, why can't the creative industry get its collective act organized?

Armitage believes the biggest problem for the creative industry is excessive fragmentation. Take for example, Behance for design, Vimeo for film and video shorts, Flickr for photography - all fragmented by the art form.

"Creatives often work alone or as smaller groups or they are contracted out. They don't have access to current platforms which themselves are fragmented and this forces users to move from space to space to space to showcase different aspects of their creativity," adds Armitage.



*Art by Mateus Bailon on Zealous*

Fragmentation makes it difficult for creatives to find each other, identify opportunities for their skill set in other industries (an architect could do work in set design) and keep their audience updated in one place.

Zealous is more than collaboration. Armitage believes the platform will unify creativity by giving creatives the ability to share their work across all fields and building their credibility in one place, not across multiple fragmented platforms.

This unification, gives creatives access to more experienced collaborators, a greater chance to raise capital through crowd funding platforms and a space to build their audience around their own personal brand (and share their audience with their collaborators, making the consumption of media much more organic).

Zealous' current user base is global stretching from Los Angeles to South Korea and includes the creative works -- photography, art, film, music, performance, architecture with users just as diverse in their make up - university students and veteran professionals including artist, [Stephen Hall](#), who sold a painting to Andy Warhol.



And even though Zealous is online, there's still a need to connect to the physical world, art after all in most forms is very physical. Either a performance, a painting, an installation, there's still the need to touch, hear and be close to things in our physical world. Social platforms like [CircleMe](#) have emphasized the need to create a stronger bond between the online and offline worlds in social platforms.

*Performance "Our Lady Of The Drowned" by Stonecrabs on Zealous*

Zealous believes the same. Over the next year, Armitage says he would like to see Zealous bridge the gap between online and offline through events showcasing the top creatives on Zealous.

"We want to actively grow the audiences around the artists on Zealous by providing our users the tools to make that happen like mobile apps and other curation tools - and all the other necessary skill sets required to start any type of creative project directly off the platform, in the real world, no matter where they are," adds Armitage.



*Film "Driftwood" directed by James Webber on Zealous*

The pace of our lives quickens, we live online more than ever before and yet we still step into the physical world each day for an encounter -- our jobs, our families, our homes, our hobbies and the people around us. Zealous provides a haven for those that create and a gathering point for those of us who want to experience the beauty of art in all its many forms.

