

matter

OUR CREDO

More-bigger-faster
is ultimately
a hollow pursuit.

We need space
for slower-deeper-quieter
contemplation
of things of substance
and significance
and just-because whimsy.
Things beyond the daily grind
and quarterly performance.

Otherwise we'll find ourselves at the top of a ladder
that's leaning against the wrong wall.

With a gold watch
that doesn't tell time.

Matter is that space
multiplied by people
doing creative, impassioned work
across a broad range of human endeavors
who together share stories
and meals
and ideas
and obstacles
and affirmation
and human experiences.

Matter calls out the best
in ourselves
and others.

Because...

Doing work of substance and significance
with heart and soul and care and humanity
is fulfilling but *hard*.

It exacts a toll.

It requires you to take a stand
(what you're for, what you're against).

It opens you up to criticism.

It makes you vulnerable.

It polarizes.

It (probably) won't ever make you rich.

It's worth it anyway.

So...

We have to address that toll thing.
Because you need your health, balance, sanity.
Because the world needs you to have them too.
Which means that Matter will always maintain a sober
brand of optimism.
Encouraging, celebrating, nurturing, affirming—yes
And yet also clear-eyed and pragmatic
about how shitty things can sometimes get
and how to navigate the shitty-ness
as well as the goodness.
And through it all, be.

We believe that...

Meaningful work is hard but essential

Difference is interesting and valuable

In a time when things are becoming faster and shallower,
there's tremendous value in slower and deeper

97% of the time, the book is better than the movie

99% of the time, the original is better than the sequel

We are not our worst failures;
we are not our greatest successes

We're meant to exist in community

When we don't feel alone, it's easier
to be our unique, quirky, true selves

The point of life isn't to feel more comfortable,
it's to feel more alive

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