

White Paper

NeoCrotalic Art and NFT's

NeoCrotalic Art is a form of art created by Javier Lopez Pastrana (my father) in 2003. He makes the physical artworks since the 70's and I make the NFT's of his artworks helping the spread of the art movement. We were born in Mexico City.

We think NFT is reshaping artist venues to come to light with the world, so NFTs is a good way of exposure and will help to bring some valuable treasures warehoused in our houses to a share with human race.

NeoCrotalic Mexican Art NFT's is a project that has different goals

- It is cultural project that educate of Mexican folk based on Mayan and Mesoamerican principles that were wiped with the arrival of Spanish conquerors, but yet they are still visible and being studied. And we are communicating them
- It is a long-term project that should remind the entire global community that the adoption of new technologies such as blockchain, web 3.0, cryptocurrencies, tokens and others should not occur at the cost of forgetting culture, leaving it behind, but rather as an act of awareness of keep taking it forward with new methods and technologies.
- It is a commercial project based in NFT's and Original Artwork's that increase value towards the artist's name recognition and work towards culture.
- People involved in the fever of collectibles and superficial assets are respected, but they must turn to put a grain of sand in this type of projects that are of human greatness and their legacy.

"I just wonder if with the arrival of the Spanish in America, invaluable technologies were destroyed by imposing new technologies instead of merging. May this not happen to humans again and let us rescue all we can from the past, even in the new lands of digital and ethereal age of the metaverse." Javier López Aguilar June 2022

NeoCrotalic Mexican Art

How the Aesthetics of the NeoCrotalic Art Gave Way to a New Art Movement

Is it art a way to construct – or destruct – a certain mentality or embrace the history of a culture? The answers might vary, but it is important to address one thing: art is a reflection of human emotion. The NeoCrotalic Art Movement formed by Javier Lopez Pastrana has come to embrace the anthropological nature of Art and it could serve to give a new shape to Fine Art and Architectural Spaces.

Turmoil, happiness, disconnection, satire and so many more emotions and sensations have been given shape into something new by lieu of artwork that was inspired by ancestors. Africans, Asians, North and South Americans artists have expressed it using different proportions and materials to

address the reality of their cultures and lifestyles. The use of Art is the lovechild of the latter half of the past century where artistry was redefined to convey a new, powerful network of people that were not afraid to speak loud and clear about the pain and pleasure of being human.

A Mexican artist named Javier Lopez Pastrana founded a movement that is meant to retake the rule of the CanamYTE Proportions, based on the Mesoamerican Cultures of the Mayan, Aztecs, Olmecs and Tolteca. This movement is new in the sense of it having less than twenty years. Lopez Pastrana named NeoCrotalic-- "Neo" for new and Crotalic from "Crotalus" or rattlesnake in the Latin—his main influence came from the archeologist and journalist José Díaz Bolio, who helped him develop a modern adaptation of the Crotalic Art of the Mayas by using the mayan vertex quad called "*canamayte*", which resembles the pattern of the aforementioned rattlesnake.

The reason why this pattern is so relevant is that it can be used to link the past of an entire culture to its present. The proportions used by Lopez Pastrana make us glimpse into the abstract thought process of another time while providing shapes with vivid, evocative lines and patterns that seem to speak to us as we see it.

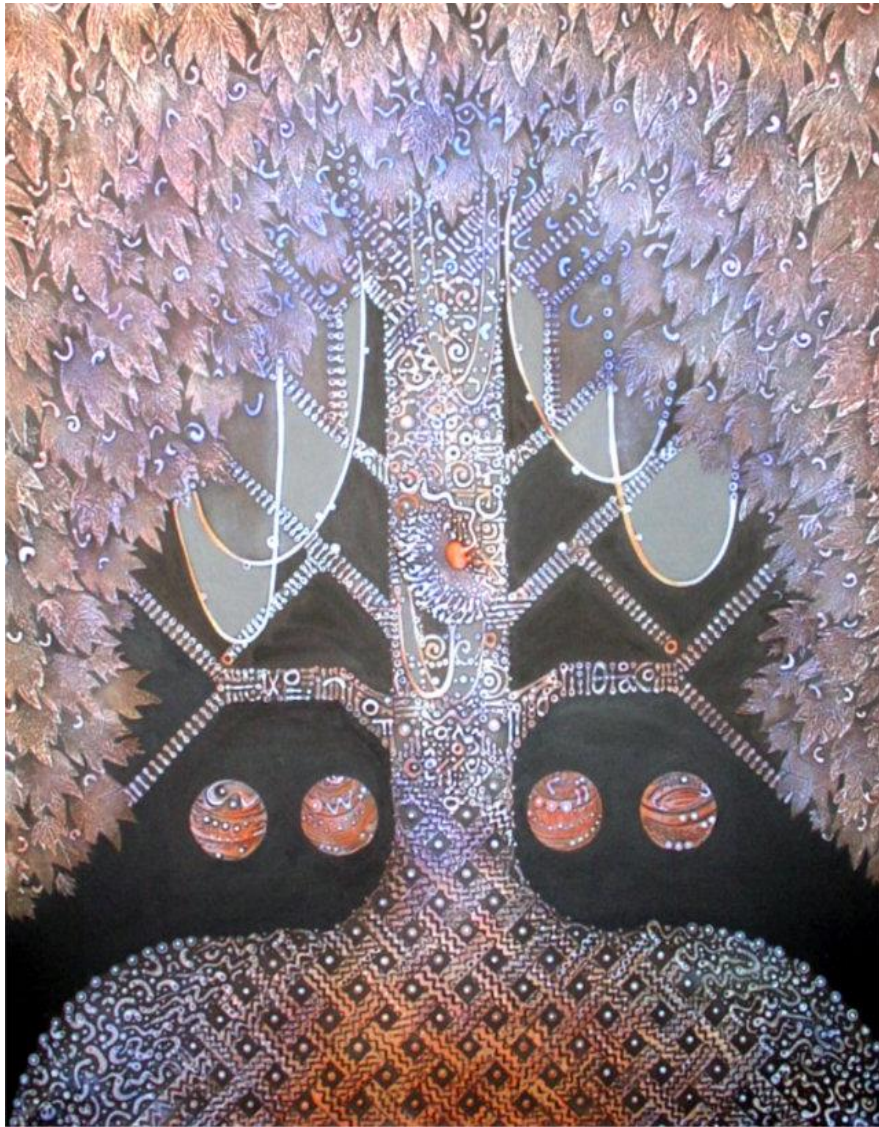
His body of work is compressed in art pieces created using oil and resin on canvas. The colors he has used are vivid, an explosion of pink, blue and silver hues depict the branches and leaves of a geometrical-balanced tree in "*El árbol armónico*" (2006), which serves as an unplanned counterpart to an earlier piece named "Chernobyl" after the Russian city where the nuclear disaster occurred, it is a reflection of the catastrophe created by the radioactive clouds that devastated several parts of Europe and caused a quarantine on the city. Although it could be regarded as a critique to art it is also a view into the future, a narrow window where we can glimpse a new wave of questions most of which could have a sustainable answer. In this artwork appears the rests of humans depicted in symbolic representation to the artwork named "La Coyolchauqui" which is an Aztec.



Lopez Pastrana also created an art piece named "Migración" (2005) where he projected all the reality of human displacements across rural spaces whilst still retaining the fantastical element of the narrative on his art. The piece deals with a subject matter to which anyone can relate to regardless of their culture. Anyone can understand as the need to move to build a new home with more possibilities and freedom in many cases and the peace and balance of a better life. It is done by the projected shapes of small men and other shapes into the sky. It is a fantastical allegory of a very realistic experience that humans have lived arguably ever since they made the transition to the Earth.

The movement and its careful assortment of patterns and symbolism can be a surefire proof of how Art can be re-discovered and a path to bring back the beauty of the Aztecs and Mayans into the

world we could start to build in the future. We can only hope to embrace the good characteristics and success of this and another cultures that are on our past.



“El árbol armónico”. Neocrotalic artwork by Javier Lopez Pastrana (2009).

The aforementioned tree depicted on “El árbol armónico”, hues and crisscrossing rhomboids start at the roots and move upwards to form the base and the branches of a balanced tree. A glimpse to a balanced life on Earth.



A glimpse into the world of "Migración". The piece uses the movement of shapes across the landscape formed by small men flying on the air. Curves and circles are frequent patterns used in this artwork

The Neocrotalic Art, a new rebirth of the artistic movement of the modern plastic and Mexican folk

The prosperous and advanced Mayan culture provided an immense amount of artistic treasures and technologies to the contemporary world. The legacy of this civilization currently coexists as one of the most protected, rescued, and developed cultural heritages by Mexican artists. Such is the case of Javier Lopez Pastrana, creator of modern and contemporary visual art in Mexico.

Lopez Pastrana has recently created an online art gallery in which he promotes an interesting and innovative artistic style, *NeoCrotalic Art*. Javier's proposal is a new expression of Mexican folk art based directly on the ways of using the crotalometric pattern in the Mayan civilization. This artistic technique usually influenced all kinds of activities like architectural, astronomical, pictorial calculations, and the application of ceramics and textile designs.

The importance of this project resides in the interest of promoting this style of abstract and folk art outside of the Mexican space. This outcrop will allow the visualization and socialization of *NeoCrotalic Art* as a peculiar and unique plastic expression that revitalizes authentic Mexican roots. Javier Lopez Pastrana also intentionally takes up the "Método Best" proposed by the 20th century Mexican painter Adolfo Best Maugard. The use of this method offers great significance to the NeoCrotalic Art project, due to the cultural and scientific relevance in the attempt to search for and shape a Mexican nationalist identity.

The new perspective of Mexican *crotalic art* offered by Lopez Pastrana could become a vital international movement for Mexican culture.

The NeoCrotalic Manifesto (2003)

by Javier Lopez Pastrana 2003

Naucalpan de Juarez, Mexico State, Mexico

It is necessary to take again the quadric-vertex called "CANAMAYTE" that is found structured in a natural way by the scales in the rattle snakeskin from the species named CROTALUS DURISSUS DURISSUS or AJAU-CAN as a rule of proportions in the plastic composition and that it represents the legacy of the mesoamerican cultures such as the Mayan, Olmec, Toltec, Aztec, Mixtec, etc.



The way in which they used the Crotalus-metric pattern in their architectural, sculptural, astronomical, textile and pictorial calculus, in addition to their application to ceramics and textile designs, etc. allowed contemporary Mexican plastic artists to rescue the rules of composition in a new way of Crotalic Art or NeoCrotalic Art.



To achieve the preceding it is necessary that the NeoCrotalic Art be sustained under the following premises:

A) The NeoCrotalic Art must use the composition of the quadric-vertex of the "CANAMAYTE", which is a natural design of proportion observed in the scales of the rattlesnake's skin.

B) The NeoCrotalic Art must never be based in copying architectural, sculptural, pictorial, or textile work from the mesoamerican cultures because it's out of historical context, instead, the crotalic

composition elements must be interpreted, incorporated and applied to the contemporaneous works either concrete or abstract, from the visual perspective of the plastic artist that uses it.

C) The NeoCrotalic composition is applied as much as to the proportions of the parts as to the whole, whether it is in a bidimensional or tridimensional format.

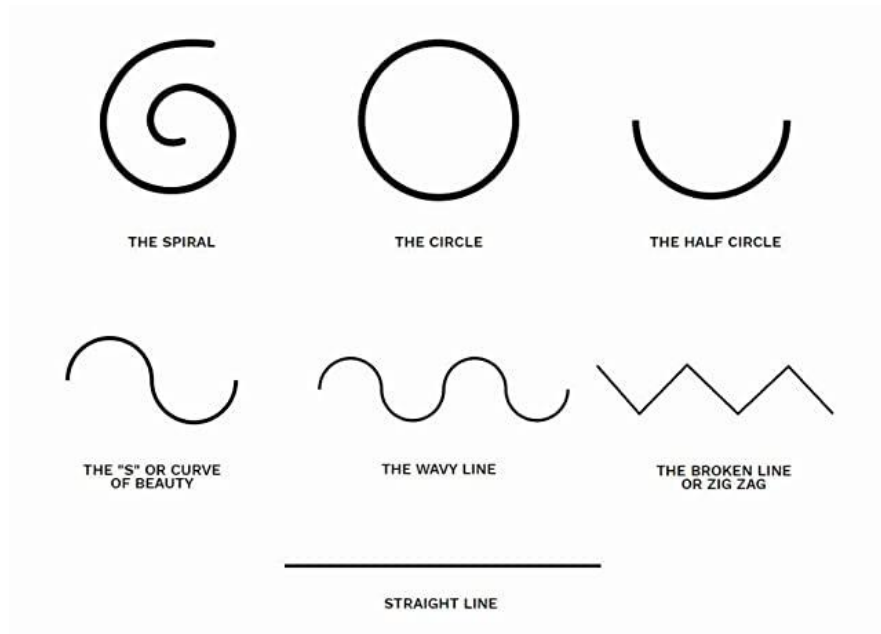
D) When using the NeoCrotalic composition in contemporary plastic arts it must be applied in substitution of the "aurea" (golden or gold) composition of the occidental origin.

E) The NeoCrotalic Art must be projected to the inside and outside of our nation as a plastic expression with Mexican roots that in the presence of inevitable global influence would form its own national personality with a unique, Mexican visual accent.

F) The ideas related to the NeoCrotalic Art must be based on the well-shaped ideas from the masterpieces written by the journalist and archaeologist JOSE DIAZ BOLIO, native from Yucatán.



G) Referring not to the composition but to the own motives of the visual representation, it is very important to apply the "BEST MAUGARD METHOD" that was promoted under the administration of JOSE VASCONCELOS when he was in charge of the "SECRETARIA DE EDUCACIÓN PUBLICA" (PUBLIC EDUCATION SECRETARY). The antecedents of this method date from 1918. From 1921 to 1924, it started to be taught in elementary and normal schools, all over the country. By applying this method, the purpose was to rescue the primary elements used in Mesoamerican cultures that the artist ADOLFO BEST MAUGARD developed with the theoretical purpose of basing the objectives of the drawing based in seven elemental lines.



The reason to apply the "THE BEST MAUGARD METHOD" at the beginning of the 20th century, follows the idea of the Mexicans purpose of searching their National Identity, propitiated after the Mexican Revolution. Products of this intention are "EL TALLER DE LA GRAFICA MEXICANA" (THE WORKSHOP OF THE POPULAR GRAPH) and "EL MURALISMO MEXICANO" (THE MEXICAN MURALISM) as a way of a new intellectual awakening in Mexico, creating the confidence in its own spiritual strength, adopting a critical attitude towards the intellectual and artistic foreign production.



H) Due to the motive explained above, it is imperative that at the beginning of the current 21st century, a return to the "Best Method" is needed. It, together with the crotalic composition, provides us with the foundations which in association, give the Mexican plastic arts a personality that, when blended with global culture, does not lose the character of the cultural context unique to our own roots. With the basic seven elements of the "Best Method", it will be possible to express the anthropomorphic, zoomorphic, phytomorphic, astromorphic and archeomorphic motives which as a group are the raw material for this proposition of NeoCrotalic Art

Sincerely.

JAVIER LÓPEZ PASTRANA

The NFT Mexican NeoCrotalic art project

Consists in the drop of 37 NFT's based on the original NeoCrotalic paintings of Javier Lopez Pastrana, each drop is special only 1 NFT was minted, and it is bundle with the physical artwork itself, as primary market purchased direct from NeoCrotalic through the platforms we are minting. The first 2.0 NFT vision in NeoCrotalic.

Collector participation

We seek participation from the first collectors (alpha collectors), helping to create the cultural diffusion of the project, who have the desire to participate more deeply in the roots of this. In the NFT world we talk about communities, we hope this is the basis for their participation. Collectors can appear in any part of the world, which means that the more diverse the countries are, the greater the diffusion of this cultural project will be.

Apha collectors can participate with nothing complicated, participation is only requested by inviting people to learn about the cultural element of these NFT's and works of art. Making known to more people these forgotten roots and taken from their ashes.

We have the technology for this, our gallery is available in the metaverse to bring together people from all over the world at a specific time and that it can be a cultural event that softens the commercial nuance of the crypto environment.

If any collector has the means to hold exhibitions in their country, count on us to send either original work, if applicable, or serialized Giclées to physically exhibit. At some point, some major museum in the world may welcome Alpha collectors and exhibit together all of their original works that they received when buying an NFT.

Collectors who can contribute cultural relations, gallery relations, museum relations, exhibition sponsorships, everything is welcome.

It is only will

Alpha collector benefits

This NeoCrotalic NFT's are not just an image, it is offering the value to the first collector to obtain both the original painting and the only NFT minted of that artwork. The first collector will choose how to resell, it may keep the NFT and sell the original painting, keep the original painting and sell the NFT, sell both, donate one to a museum or charity; it has several ways to choose the fate of the artwork and nft. Per se the works of art will rise in value year after year, as the artist is recognized with the foundation of his unique art stream, in the cultural and commercial aspect globally.

Any event of the alpha community will be a chance even to resell the original artwork or the NFT's at more value than it was purchased.

Make public relationships at the events with all kind of human figures.

The pure unselfish pleasure of doing something that helps new generations to transfer culture in a collective effort

NeoCrotalic Team

My father and I, 2 human beings living this life together this is far from what we do in our daily lives and gives us a higher purpose chance. Would you join? Tell us; what would you like to do with us?

Javier Lopez Pastrana

<https://www.linkedin.com/in/javier-lopez-pastrana-96a19667/>

At the moment of writing this; he has not photo on the linkedin profile (I need to work out that with him)



Mexican plastic artist, born in Mexico City in 1958. Since the 70's he studied at the Plastic Research Center of the National Institute of Fine Arts. Developing plastic composition as his main vocation, although by chance, he is also a teacher and director of a private school in the State of Mexico.

Javier Lopez Pastrana is above all a through plastic researcher. But he is committed not only to pictorial exploration but that his work also contains a sense of reflection on current social circumstances. Following the line of modern Mexican painters, Javier has the firm idea of planting a purposeful art that derives from the cultural baggage of our country against the unifying attack of globalization.

24 individual exhibitions, 51 collective exhibitions in museums and galleries in Mexico and USA, most remarkable the Museum of Modern Art in Mexico , Tamayo Museum, Fondo Cultural Carmen A.C. Adolfo Lopez Mateos Museum, Jose Maria Velazco INBA, X.F.H. New York, International, Museum of Latin American Art California, Jadite Gallerie Manhattan N.Y. etc.

For this check this link: <https://www.neocrotalic.com/the-artist>

His concern in plastic research, in which he manipulates loads, acrylic, oil, and which now expands in the field of the three-dimensional; evidences it as a methodical to do pictorial. From eclectic art in 80s and 90s to a new form of art called ARTE NEOCROTALICO (NeoCrotalic Art) in the 2003. His manifesto proposal to reincorporate to plastic composition the rule of proportions of Canamayte based on the legacy of the mesoamerican cultures such as the Mayan, Olmec, Toltec, and Aztec. As a result of his research becoming his creative objective.

Javier Lopez Aguilar

<https://www.linkedin.com/in/javier-lopez-aguilar-50378649/>



Entrepreneur born in Mexico in 1978. CEO at Astor Warehouse, S.A. de C.V Study in Universidad del Valle de Mexico and got his Licentiate degree on International Business. International logistic coordinator for retail, then Retail buyer of a 300 store supermarket, Private label manager, commercial director for a overseas company developing products and brands, Founder and owner in Astor Warehouse SA de CV Bringing good brands to Mexico retail and etail. Owner of Schönes Bauen, official TELEFUNKEN licensee, Archos distributor in Mexico. Passion for product and brand development. Led the Schönes Bauen brand products to be marketed in countries such as United States, Canada. Mexico, Germany, Spain, Italy, the United Kingdom and France.

In 2020, in the face of the pandemic, he undertakes the task of making known to the world the artistic current founded by his father back in 2003 called neo-crotalic art. Digitizing the work done since the 70's of his father as well as the new work created today. The dissemination of the Neo-Crotalic artistic manifesto of 2003, translated into 9 languages and creating the content for its dissemination on social networks and the web. In 2021 he elaborates the first NFT based on his father's work "EL ACERTIJO" giving opening to the NFT culture and web3.0 from there in 2022 the new value project for the NFT2.0 NeoCrotalic work was formulated, which consists of create a matched NFT to the original work. From here, the NFT project of NeoCrotalic art is being built to make the bases of Mesoamerican pre-Hispanic art culturally known to the world and educate people about our roots and knowledge erased with the Spanish conquest in Mexico.

Roadmap is life

If you want metrics at this time for this type of project, it is not understood, the will of others to do must come to us day by day. We are ready to walk the road with all the surprises with you.

But hey

1. **We will work the 31 NFT's left and announce the drop of them.**
2. So far we have 6 NFT minted: check it out:
 - a. <https://opensea.io/collection/neocrotalic-art>
 - i. NOTE: "EL ACERTIJO" NFT (The Riddle) First Minted NeoCrotalic NFT ever, it was minted on July 1st of 2021 on OpenSea Platform in the Ethereum network. 13 copies were minted in total for this artwork and it was the plain digital picture of the artwork. This is was our 1.0 NFT and need to be

clear that this is not our NFT2.0 pledge of pairing the original artwork with this NFT, it is impossible because there is only one original painting. So a new NFT2.0 will be minted for this artwork to grant the bundle with the original artwork.

3. We will upload this project for funding, at the moment of writing this we will touch base with gitcoin. Lot of people got ethereums at cents and now it has another rate, some of this can allocate their Ethereum into this investment.
4. As long as people read all this we will figure out and vote for new milestones in the plan.

Social Media Links and all stuff

<https://linktr.ee/neocrotalic>

WEBSITE

<https://www.neocrotalic.com/>

SOCIAL MEDIA

<https://www.instagram.com/neocrotalic/>

<https://twitter.com/neocrotalic>

https://www.youtube.com/channel/UC_nLoN_GfXQKvXcOEV3S3Bg/

<https://www.facebook.com/neocrotalic>

<https://www.pinterest.com.mx/neocrotalic>

<https://mx.linkedin.com/showcase/neocrotalic>

<https://www.reddit.com/user/NeoCrotalic/>

<https://beta.cent.co/NeoCrotalic>

<https://discord.gg/ATYVHMuXfp>

GALLERIES

<https://www.neocrotalic.com/gallery>

<https://spatial.io/s/NeoCrotalic-Meta-Gallery-6286a3c413b87100012100ac?share=3629761415302599728>

<https://opensea.io/collection/neocrotalic-art>

<https://foundation.app/collection/neocrotalic?ref=0xF518ddc1e88B6608A856314fBBDB9c9CA7686DBa>