



BUTCHER'S CUT

THE ART OF SIMPLIFICATION

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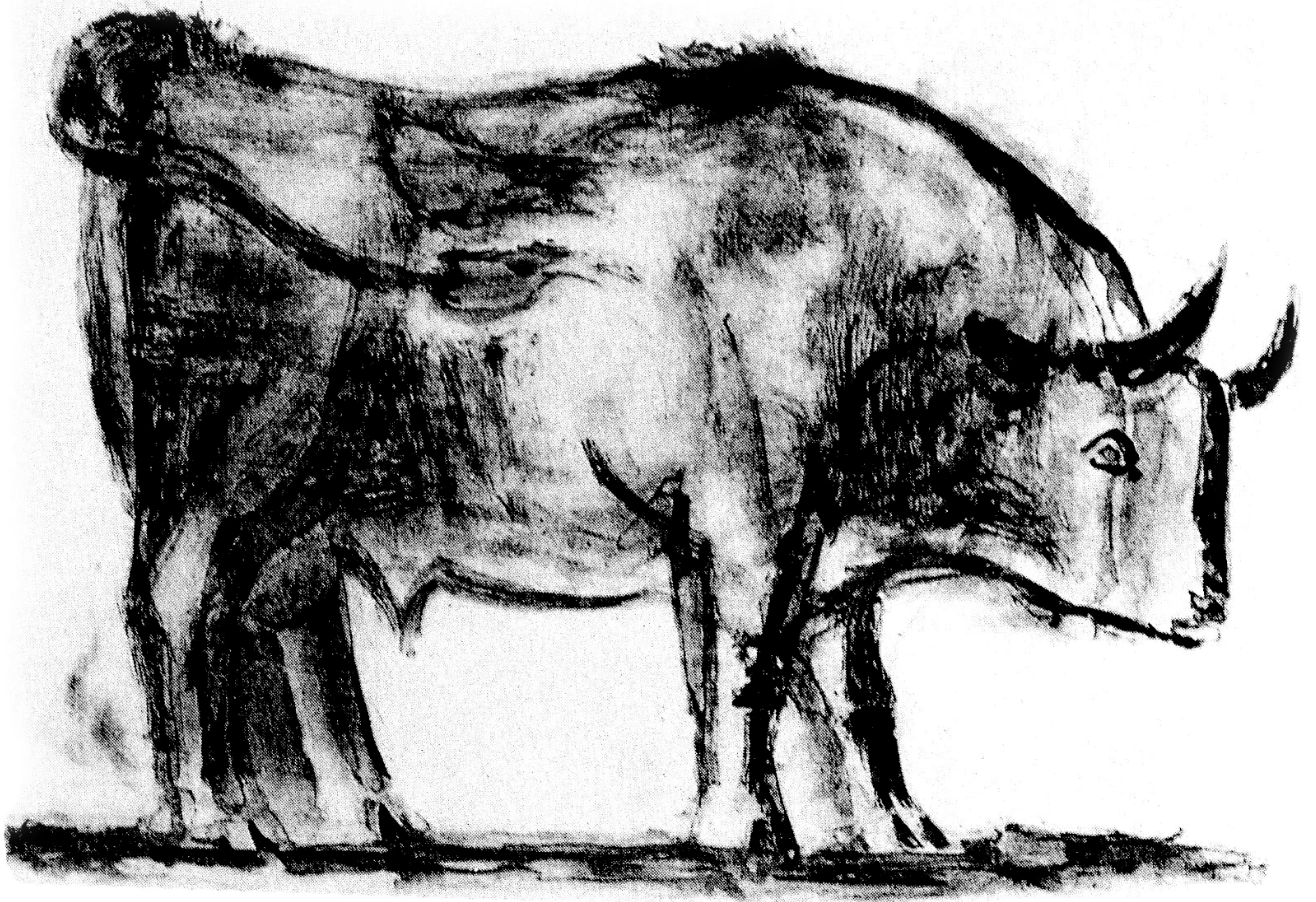
WE LIVE IN AN ERA OVERWHELMED BY DATA, YET CLARITY IS SCARCE.

From bloated business plans to messy creative pitches, unnecessary complexity often hides our core ideas. I've definitely been there. I've wrestled more than once with presentations that feel tangled and heavy, wondering how to cut through the clutter.

THAT'S WHY I'M INSPIRED BY PICASSO'S SERIES OF PRINTS, *THE BULL*.

Between December 1945 and January 1946, Picasso created 11 lithographs, gradually turning a detailed bull into a minimalist icon. As he removed details step by step, he joked to puzzled onlookers, “We ought to give this bit to the butcher.”

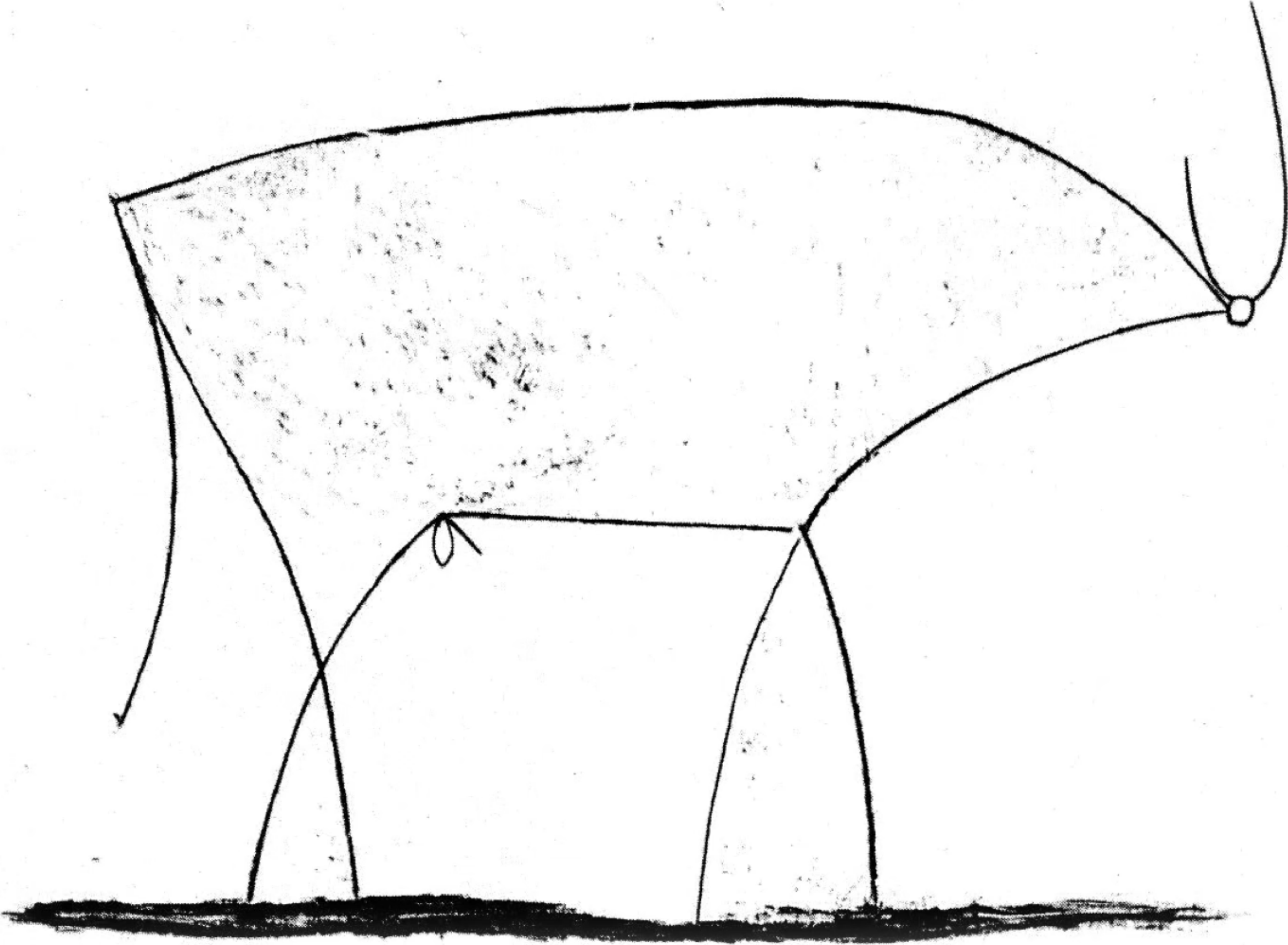
VERSION ONE



At first, the bull was intricate—packed with muscles, shading, and lifelike details. But with each step, Picasso simplified further until, ultimately, only 12 simple lines remained. Yet, incredibly, the bull stayed unmistakable.

Picasso's method has a lesson for us all. Projects typically start complex and full of detail, but they become most powerful when we strip away everything but the essentials. That's the goal: clear, compelling, simple.

VERSION ELEVEN



**FOR ANOTHER EXAMPLE OF POWERFUL
SIMPLIFICATION, THINK ABOUT
HOLLYWOOD LOGLINES.**

They distill a film's entire story—main character, conflict, and stakes—into just a sentence or two.



LOGLINE EXAMPLE

A naïve teenager, raised in the African wilderness, enters public high school and finds herself entangled in a ruthless popularity battle led by the school's queen bee.

MEAN GIRLS

A woman with a bindi on her forehead, looking distressed with her hand to her face. The image is overlaid with a blue tint.

LOGLINE EXAMPLE

A struggling laundromat owner discovers she's the key to saving the multiverse, even as she battles family chaos at home.

EVERYTHING EVERYWHERE ALL AT ONCE



LOGLINE EXAMPLE

A struggling Oxford student is seduced into the decadent world of an aristocratic friend's eccentric family, spiraling toward sexually charged obsession and betrayal.

SALTBURN

WHAT HAPPENS WHEN WE APPLY THIS RIGOR TO OUR OWN WORK?

Simplification isn't merely brevity; it's clarity, precision, and power. It distinguishes the cluttered from the compelling. This discipline demands courage to cut what we once believed essential. But the reward is worth it: a message that resonates, unmistakably clear.

**THIS WEEK, CHOOSE A PROJECT AND ASK:
WHAT'S ITS TRUE ESSENCE?
WHAT'S THE BUTCHER'S CUT?**

SOURCES

<https://www.artsy.net/article/artsy-editorial-picassos-drawings-bulls-inspired-apples-famously-simple-designs>

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<https://www.scriptreaderpro.com/script-logline>