Simplicity is a concept with roots in aesthetics, theology and metaphysics, but it is anything but an intuitive concept. Freedom is something we tend to think about more intuitively, and not only to think about, but to actively value. Starting with the more actively engaging notion of freedom, the paper will aim to persuade us that, since simplicity (in the definition I will offer) is tantamount to freedom, it is similarly worth our esteem. The paper intervenes into contemporary discussions that take complexity and evolutionary becoming as self-evident values.