



Art Life Entrepreneurship 1

Aalto
Ventures
Program

Fall 2022

Session 5

Pivot

How does feedback change me?

toide sukellus


Paula Rusokallio



Artist
Entrepreneur
Educator





A woman with long blonde hair, wearing a black top hat, a white collared shirt, and a black jacket, stands against a red background. Her arms are outstretched to the sides. The image is slightly blurred.

"Art is everywhere. The concept starts in you."



8 Inch Canvas esittelee:

CREATIMAGIA BY PAULA

create

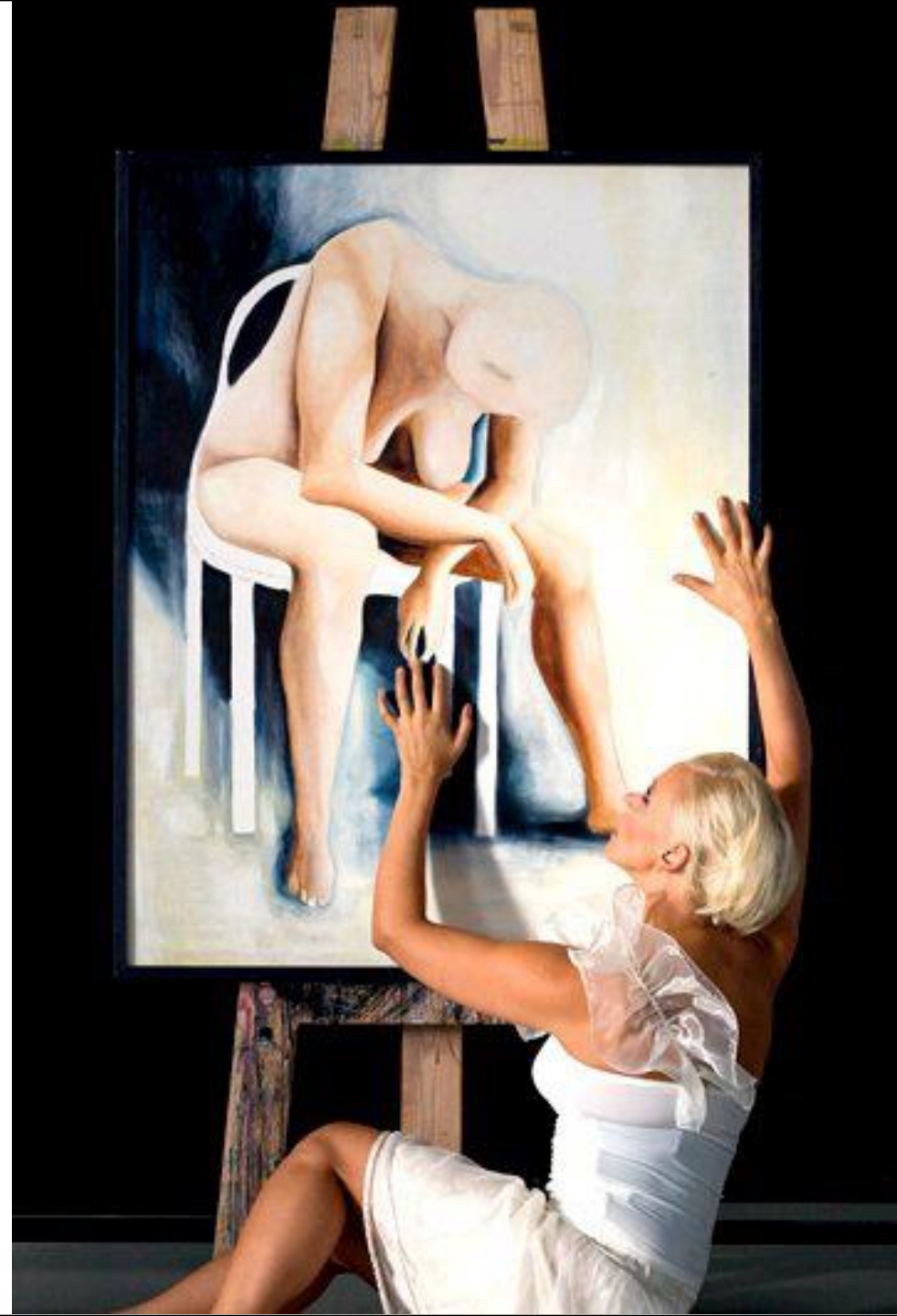


Luoda - Liikettä - Ajattelua - Tunnetta - Työtä

Taide: Liikettä ilman, että
fyysinen keho liikahtaa.

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ONE
DREAM



CREATIMAGIA

12.10.2016



Taidetyöpajoista **Palautteita**

"Taidetyöskentelypajan jälkeen jäi ihan mielettömän innoitunut olo. Löysin ihan uusia luovia puolia itsestäni ja tosiaan onnistuin sukeltamaan omaan mieleeni! Kiitos"
-lida

"Oikein mukavaa ja yllättävää, kun aluksi pelkäsi, ettei osaa mitään. Lopputulos yllätti."
-Ilona 94v.

"Ihana kokemus, täysin uusi juttu!"
-Eetu.

"Oli super kivaa, tulkkaa uudestaan tänne."
-Ronja 12v.

"Mielenkiintoinen, helposti lähestyttävä tapa luovuuden mahdollisuuksiin. Matalan kynnyksen taidetoimintaa, laajempi yhteisöllinen konteksti kiinnostava. Kiitos!"
-Tuomas



*Suomi
Finland*
100

www.creatimagia.com

*Suomi
Finland*
100

Yhteisötaideteos **Sydänsyli**

- 1000 teosta yhdessä, yksi Sinun luomasi -

Yhteisötaideteos **Sydänsyli**

Taidesukellus® -hanke kutsuu yksityishenkilöitä, yrityksiä ja yhteisöjä mukaan uniikkiin Yhteisötaideteokseen Sydänsyli. Projektin toteutetaan osana Suomi 100 itsenäisyyden juhlavuotta 2017. Lopputuloksena syntyy 1000 taideteosta yhdistävä ennennäkemättömän suuri installaatio, jonka näyttely järjestetään vuoden 2017 lopussa.

Kuka tahansa voi osallistua Yhteisötaideteokseen omalla persoonallisella taideteoksellaan. Teoksia luodaan Taidesukellus -metodilla työpajoissa, joita järjestetään 11.2.2016-30.11.2017 välisenä aikana. Taidesukellus -työpajan voi tilata ihan minne vain. Ateljee Mannerheimintielle on myös käytettävissä.

Taidesukellus on lempeä lähestymistapa luovuuteen. Taidesukellus rikkoo taiteen myyttiä niin, että aloittaminen ja kokeminen ovat helppoa, hauskaa ja mieltä rikastuttavaa. Yksilö on jo itsessään taideteos, taidetta syntyy itsestään. Hankerahoituksen avulla työpajoja halutaan tarjota laaja-alaisesti erityisille yhteiskuntaryhmille. Teos tulee olemaan Suomen suurin yhteisötaideteos ja on koko Suomea koskettava hanke.

” Sydänsyli-installaatiossa on mahdollista esitellä koko yhteiskuntamme värienväli. Haluan nähdä juuri sinun tarinasi ja persoonasi puettuna taiteen iltapukuun; väreiksi ja muodoiksi. Taidesukellus on peloton, vapaa ja sopii kaikille. Teoksen filosofiassa hehkuu yhdessä tekemisen voima, onnistumisen ilo ja yksilön aineettoman omaisuuden esiintuominen.

- Näkymättömästä näkyvää -


Taitelijaja Paula Rusokallio

Sukella mukaan!



Toteuttaja:

Paula Julia Rusokallio,
Creatimagia, Taiteen
taikatempujen tehdas.

Tilaa oma
Taidesukellus -työpaja:
+ 358 44 0622242
creatimagia.com



Yhteistyössä mukana:

CREATIMAGIA



Metropolia



AIM
VISUAL

SOK

Pinenta
www.pinenta.fi

Frakkipalvelu NAM



LUT
Lappeenranta
University of Technology

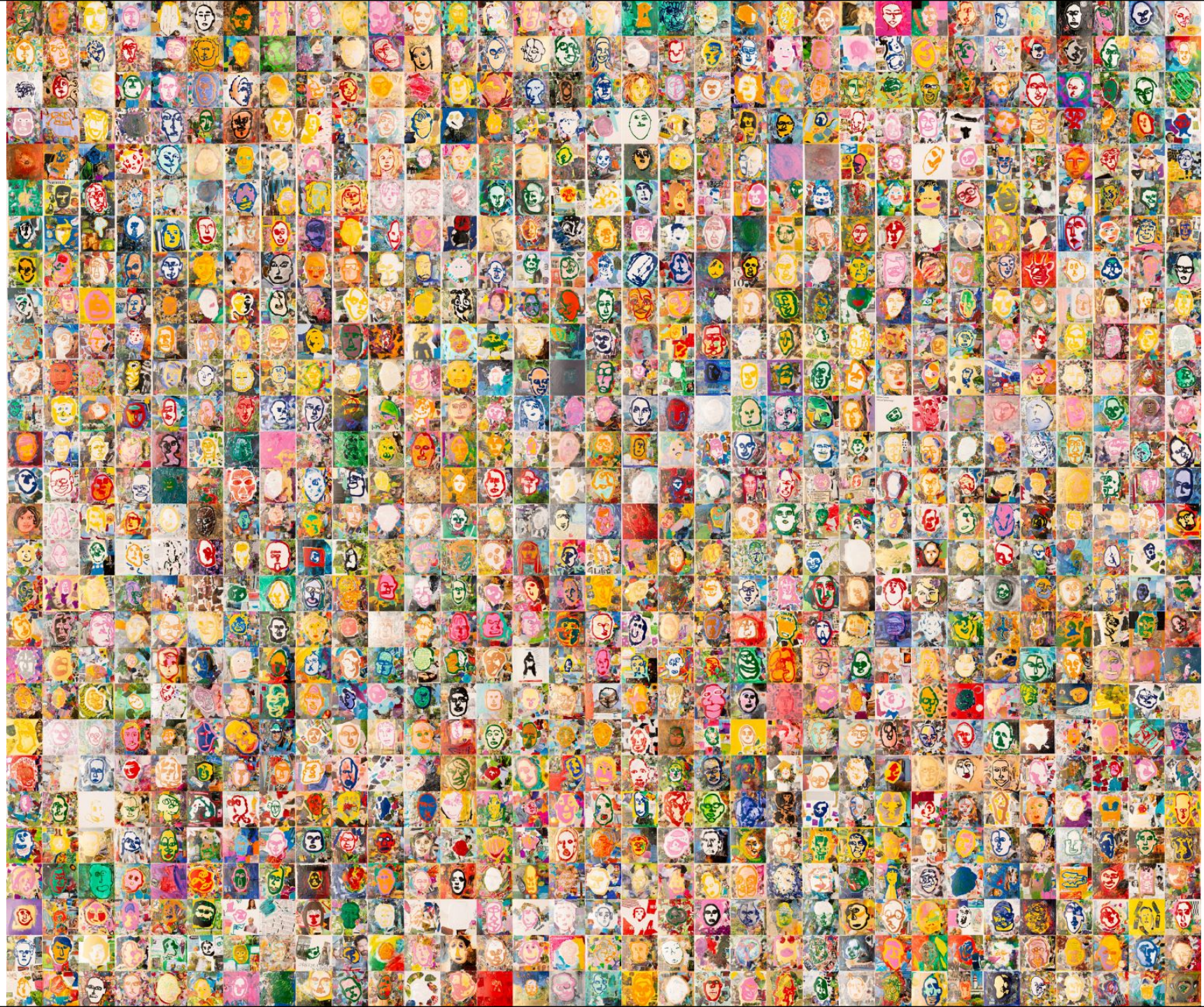
J'oro
MEDIAPALVELU

NIR
OID

LAATIKKOKAUPPA

Kiittäen lahjoituksista:
Lasi-Laitsaari Oy, JYSK, Sarja-Maalaamo Oy





taidesukellus®

Art Immersion - The key to meeting one's own self and to finding one's creativity and inner capacities.

Art Immersion (Taidesukellus®) is a service design concept (workshop and product) which enables the impossible. The work process consists of the creative use of one's hands, using innovative methods, allowing for easy and fun crafting and insights. The final pieces can be combined into a group's or community's shared work of art.

For whom is Art Immersion

Through the use of this innovative method anyone is able to find their creativity. Art Immersion requires no previous artistic experience. It works equally well for children and adults, manual workers and professors, individuals, organisations and communities.

Tailor- made to suit your needs

The workshop may be organised anywhere and its contents can be customised according to client wishes. The work can take place in a small, intimate group or in a larger workshop of up to 250 persons. The workshop can be combined with services such as catering, conference-, employee wellness-, spa- or other experiences. Venue options for all needs are available.

What can Art Immersion be used

Art Immersion® works as a tool for

- team building and wellness days
- developing innovative thinking
- development and strategy work
- Service Design
- supportive element for training and pedagogy
- complimenting mental health work and therapy
- at festive occasions, seminars and events
- in private tuition



"Totally "out of the box". Brilliant!" -Tuomo
"A new experience in every way! Interesting, fabulous!" - Elna, Unifi, Council of Principals
"A wonderful & eye-opening experience!" - Mert Otsamo
"Great! This was such fun. Good method!" - Matti, Bank of Finland
"It was so exciting that I exploded." - Oscar, 3rd grade pupil
"Soul-soothing. Thank you." - Anonymous

We have also participated in Art Immersion workshops:



The developer of the Art Immersion method, artist Paula Julia Rusokallio specialises in breaking apart the myth of art. During her career she has created various innovative tools for easy access art activities. Rusokallio's work ingeniously combines empowering individual expression with a sense of community.



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taidesukellus®

Partners and projects

The Art Immersion Factory partakes in several co-operation and development projects.



Aalto University's Master's Programme in International Design Business Management integrates design and technology with global business development. Cooperation with Art Immersion concept enables new transdisciplinary learning experiences.



Avidly is a vessel led by navigators and explorers. They help customers go from where they are, to where they need to be. Art Immersion method helps organisations and individuals in finding purpose.



Frakkipalvelu NAM is the leading rental of white tie costumes in Finland, collaborating with us by providing licensed Art Immersion instructors with suits and accessories.



Sokeva Oy is known for Finnish, high- quality paint brushes and co-operation with employees with visual impairments. Sokeva functions as a co-operative sponsor in Art Immersion material acquisition.



Consultium Oy is an expert on the renewal of management and organisations. Consultium is developing the Art Immersion method into a strategic team work tool with us, to be used in the development of business activity models and strategies.



Seriman Oy is our relied-upon partner and manufacturer of innovative painting canvases.



Breaks Finland Oy operates at the intersections of life-long learning, innovations, change and digital work transformation.



The Helsinki Conservatory of Music is a music institute, concert house as well as a provider of cultural services. They are working with us to develop the combined, creative and innovative entirety of Art Immersion and music.



Metropolia University of Applied Sciences is a bold innovator of expertise and an active builder of the future, bringing technological expertise and research, development and innovation skills to Art Immersion projects.



Telaketju-project (VTT, Turun AMK) aims at furthering the utilisation of textile waste in Finland. In collaboration with The Art Immersion Factory, a painting canvas made of recycled textiles is developed.



Sol i minnet -project brings contents of experientiality in an innovative way to those with severe memory impairments. The Art Immersion method is at the core of this research project, which focuses on observing individual emotions and enables the acquisition of fine motor skills.



Sirkus Keikaus utilizes the Art Immersion method in the clownery process, whereby a person's inner clown is sought after.

Providing further support



Business Finland INTO project (Developing innovative thinking) has been using Art Immersion as one of its tools for creative development. The innovative painting canvas has also been awarded Business Finland's Innovation Bill in order to initiate an EC patent.



ELY-keskus (Finnish Centre for Economic Development, Transport and the Environment) is involved in the growth, development and internationalisation of the Art Immersion Factory's business activity.

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taidesukellus®

Art Immersion Factory activity cornerstones

The main services provided by the Art Immersion Factory are Art Immersion (Taidesukellus®) workshops, developing innovative art methods as well as implementing the Art Immersion® method in different fields as a new, creative operating model.



A patented innovation

The innovative painting canvas used in Art Immersion, which allows for its use in different environments according to client needs, was patented in 2018. An EU patent is pending.



A strategic tool

Art Immersion is an effective method in developing business activity or in connection with transformation processes. It provides an efficient and concrete tool for creating a shared vision, defining one's personal role or creating commitment to strategies.



Idea Canvas

An application, based on the patented painting canvas used in Art Immersion, has been developed to facilitate the production of ideas as well as creative and strategic work. The application enables the combining and presentation of multilayered visions. The Idea Canvas can be utilized as a platform for design, sketching and presentation in various fields. The Moodboard is available in various material options according to user needs.



Instructor training

The Art Immersion method brings added value and new tools for developing one's personal know-how. Find out more about the licenced Art Immersion® Instructor Training (Business and Public sectors).



International openings

The Art Immersion concept, painting canvas innovation and digital collage create pathways towards internationalisation.



Digital collage

In collaboration with our partners a new community- based platform is developed, through which the pieces made by Art Immersion participants may be filed as one massive digital work of art. This giant piece may be utilized in different digital environments.



Extreme Combos

Art Immersion is easy to unite with other art forms. The more unusual combinations include music (Note Immersion), circus (Art Immersion in clowning) and virtual games.



Read more

Watch video



taidesukellus®

An ingeniously flexible piece of art



Background image for smartphones

A new community- based platform is being developed in collaboration between different partners, which will store Art Immersion artworks into one gigantic digital piece, which can be investigated on a micro or macro level.



Converted to all screens

The Digital Gigantic Piece can be utilized in different digital environments: web sites, tablets and pads and various meeting or waiting room monitors.



Art for all spaces

The physical works of art can make for splendid creative displays in the entrance and meeting premises of companies. Digitalising the pieces allows for them to be projected onto walls or converted, for example, into flat-tv screen works of art, which may be scrutinized on a micro or macro level.



Massive murals

The physical works of art can form incredible, gigantic pieces. The largest community- based artwork of Finland was created in honour of the Finland 100 Years Jubilee. This massive piece consists of more than a thousand self-portraits painted by Finns, which combine into an installation of one hundred square meters.

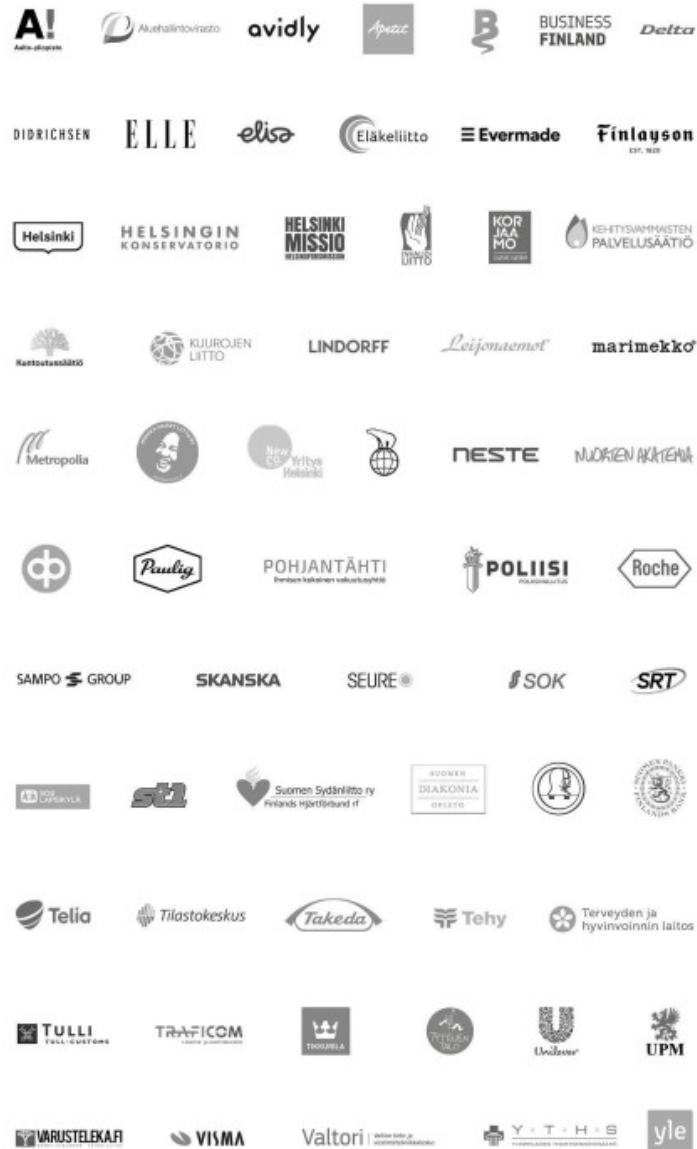
*What are your dreams?
Let's create something new together - make the impossible happen!*



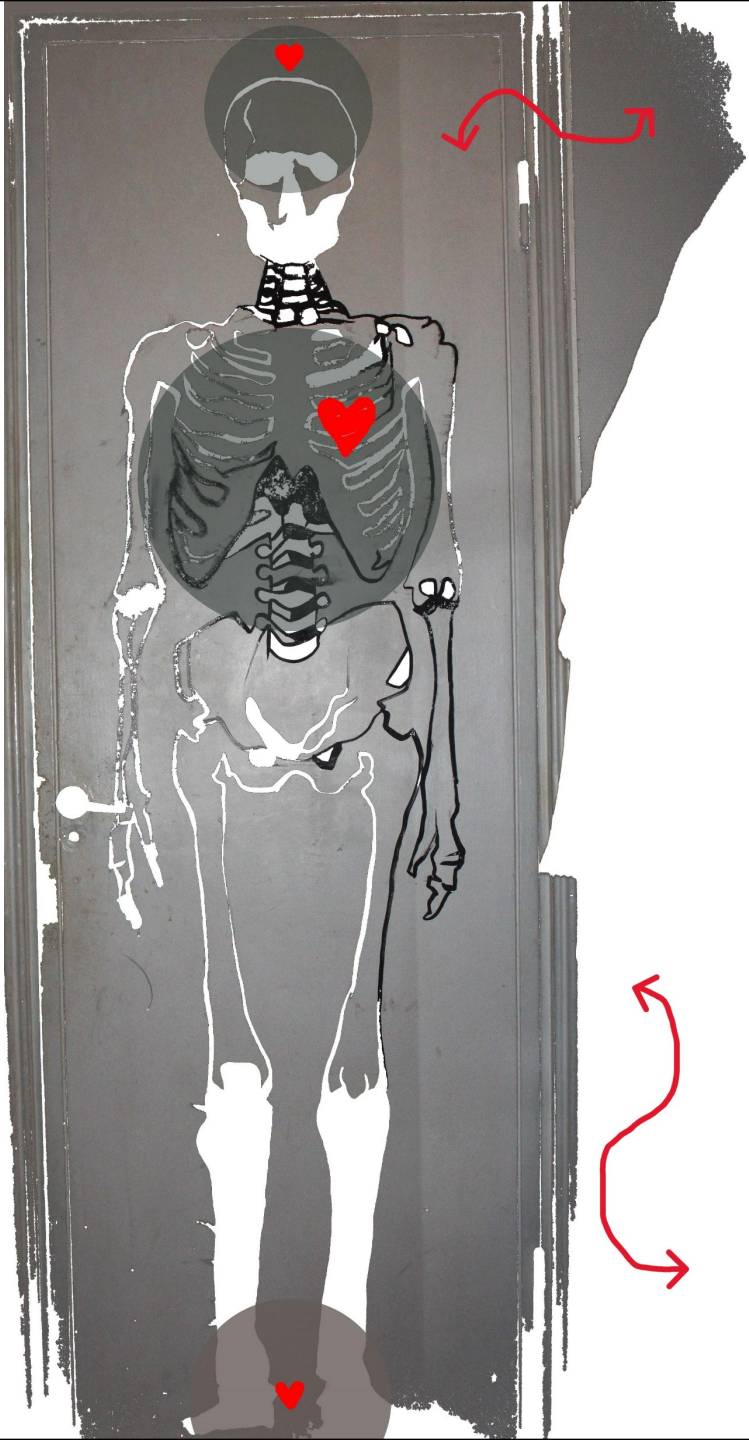


Referenssit

Taidesukellustehdas on luotettava kumppani ja palveluntarjoaja lukuisille yrityksille, järjestöille, säätiöille, yhdistyksille, yhteisöille ja julkisille toimijoille. Jo yli 4000 ihmistä on osallistunut toimintaan mm. seuraavista tahoista







taide sukellus

Brand Strategy 2016

VALUE

“Here and now is enough. Everything we do must hit the heart, otherwise passion won't drive us”

PERCEPTION

“There is still too much fear of failure. Intangible capital cannot be bought in a store, it is part of the individual's life story”

WHO ARE YOU

“As an entrepreneur, I'm crazy. But there is a plot to that madness. Courage and headstrong guts driven by passion”

DIFFERENCE

“Stuffed cake.

Too many offer the same cake that already exists. I want to offer the surprise and filling that each individual can find inside the cake - which is not yet visible”

MANIFESTATION

“From invisible to visible. Dive into yourself”

THE ENABLER

“Nothing is impossible. I want to implement long-term plans (also created in a dream).

- license Taidesukellus workshops ✓
- limited company ✓
- new Taidesukellus ateljee ✓
- digital development work ✓
- inspirational lectures ✓
- creative development services of companies ✓
- Taidesukellus cafe restaurant factory hall

A metaphorical description of the process

- 1. Human uniqueness in the main role**
- 2. Uniqueness is brought out with the help of the service**
- 3. The service raises and detects it**
- 4. The product is initially invisible**
- 5. The service helps the invisible but existing ability, skill and feeling to develop and emerge**
- 6. Without a new perspective and approach, the uniqueness of a person can remain dormant**
- 7. The product/service has become visible and the capital of the individual**
- 8. Man owns the value of art in himself, is richer with a new birth (work of art)**
- 9. Insight, growth, change**
- 10. New view**

Individual work
10min

Dream big!

What would be my next
ambitious step if my niche
turns out to be fruitful?

Groupwork
20min

Present your ambitious step to your team

Team gives feedback to boost the idea at least 3 times more radical.

Individual work
10min

Plan B

What would be my pivot if for some reason it is no longer possible to do business in my niche?

Groupwork
10min

Present your pivot to your team

Team gives feedback to boost the idea at least 3 times more radical



**Break 10 mins
+Survey**

<https://forms.gle/XEQjNpWFY8jEAjCm8>







Final submission

Video 3 mins (max)

- Load the video to Panopto or some other video service
- Make the link to the video sharable
- Add link to Miro board

+

Poster (or any other exhibition deliverable)

Video deadline 29.11.2023 at 13.00

Answer the following questions:

"What advice would I give to my fellow student who wants to become an entrepreneur in my field? What is my opportunity recommendation?"



Poster:

Preferred size A1

Poster deadline **28.11 at 21,00**

Think about the layout, headlines etc.

What do you think are the most important findings during this journey?

What is interesting for the viewer?

Some things the viewer could know after seeing the poster:

What is the field?

What is the opportunity? (niche)

Where should one look for customers

What is the easiest way to identify the potential customer? (behaviour, values, lifestyle)

What are the most useful resources and networks available?

Final Session:

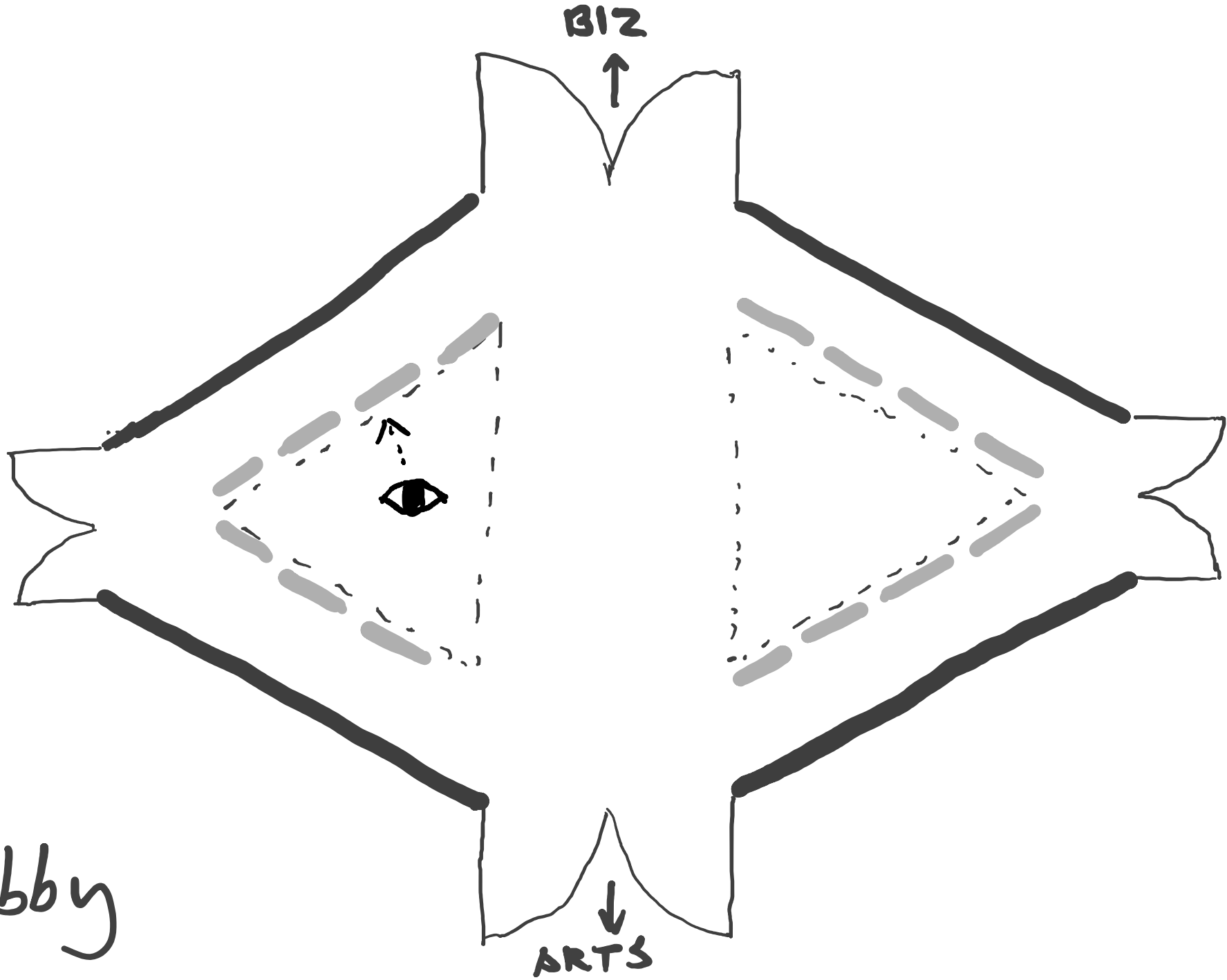
VdeoGala in A215

13.15-15.00

+

Exhibition build in LQ Lobby

15.00-17.00



LQ - Lobby

**How does your Miro Journal
has to look like in order to get
the credits?**

Summaries of all the home assignments.

Niche

Ecosystem visit

Customer interview

Role model interview

Opportunity summary