How does feedback change me?
Artist
Entrepreneur
Educator
“Art immortals, the concept of art in you.”
Luoda - Liikettä - Ajattelua - Tunnetta - Työtä

Taide: Liikettä ilman, etta fyysinen keho liikkahtaa.
**Taidetyöpaajoista**

**Palautteita**

"Taidetyöskentelytapaan jälkeen jäi ihana mielettämän inspiroitunut olo. Läysin ihana uusia luovia puolia itsestäni ja tosiaan onnistuviin sukuveltamaan omaan mieleen! Kilto!"  
-Ilja

"Oikein mukavaa ja ylőttävää, kun aluksi pelkäsit, ettei osaa mitään. Lopputulos ylittää."  
-Irona 54v.

"Hyvä kokemus, täysin uusi juttu!"  
-Eeti

"Oli super iivaa, tulkaa uudestaan tänne."  
-Irona 12v.

"Mielenkuntoinen, helposti lähestyttävä tapa luovuuden mahdollisuuksien. Matkailun kynnyksen taidetta, laajempi yhteisöllinen konteksti, kilpailava. Kilto!"  
-Tuomas

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**Yhteisötaidetees**

**Sydänsyylit**

"- 1000 teosta yhdessä, yksi Sinun luomasi"
Yhteisötaideteos
Sydänsyli


“Sydänsyli-instaalliaatiossa on mahdollista esitellä koko yhteiskuntaamme värienä. Haluamme nähdä juuri sinun tarinnasi ja persoonasi puettuna taiteen ilmajouluun; värikkäsi ja muo–daiksi. Taiedesukellus on peloton, vapaa ja sopii kaikille. Teoksen filosofiossa hehkuu yhdessä tekemisen voima, onnistumisen ilo ja yksilön aineettoman omaisuuden esiintyminen."

– Näkymättömästä näkyvää –

Taitajat: Paula Russojilin

Sukella mukaan!

Toteuttaja:
Puula Maria Rusokapila, Creatimagia, Taiteen talotempyyjen tehdas.

Tilaa oma
Taiedesukellus – työpaja: +358 44 0622424 creatimagia.com

Yhteistyössä mukana:
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 professionals, individuals, organisations and communities.

Tailor-made to suit your needs
The workshop may be organized anywhere and its contents can be customised according to client wishes. The work can take place in a small, intimate group or in larger workshops 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 for
Art Immersion® works as a tool for team building and wellness days - developing innovative thinking - development and strategy work - supportive element for training and pedagogy - complementing mental health work and therapy - at festive occasions, seminars and events - to private tuition

"Totally "out of the box". Brilliant!" - Tuomo
"A new experience in every way! Interesting, fabulous!" - Elsa, Unilev, Council of Principals
"A wonderful & eye-opening experience" - Meti Osano
"Great! This was such fun. Good method!" - Matti, Bank of Finland
"It was something that 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 Ruusakko specialises in breaking apart the myth of art. During her career she has created various innovative tools for easy access art activities. Ruusakko’s work ingeniously combines empowering individual expression with a sense of community.

Art Immersion Factory Ltd Paula Julia Ruusakko paula@taidesukellus.fi +358-44-0622242
www.taidesukellus.fi

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.

Rakkipalupeli 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.

Consultum Oy is an expert on the renewal of management and organisations. Consultum 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.

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

Breaks Finland Oy operates at the interactions 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.

Metropolis 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.

Telaketu-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.

SOLIMINNET-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.

Sirku Kurkela utilizes the Art Immersion method in the claywork process, whereby a person's inner clown is sought after.

Providing further support
Business Finland NITO-project (Developing innovative thinking) has been using Art Immersion as one of its tools for creative development. The innovative thinking in a business setting has also been awarded Business Finland’s Innovation Award in order to initiate an EC patient.

ELY-Centre (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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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.

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

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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. Digitalizing the pieces allows for them to be projected onto walls or converted, for example, into flat-to-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 metres.
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.
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
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.
Plan B

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

VideoGala in A215
13.15-15.00
+
Exhibition build in LQ Lobby
15.00-17.00
How does your Miro Journal have 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