

Idea 4 - "TEMPLA" - Temporary Linse Art

Currently developed as an Instagram account under the name of "TEMPLA- Temporary Lines Art": a method to challenge and improve creativity and propel discussions without the need of expensive and time-consuming events/workshops/classes. Instead it bases on an personal and ordinary routine- taking a shower. A provoking way to appreciate the small things and shift perspectives while still staying in one's comfort zone and eventually giggle at oneself. As seen on Instagram (https://www.instagram.com/temporary_lines_art/), the method consists on re-thinking as temporary art lines, what is actually hair left on the showerwall- this is method that most women with long hair have efficiently elaborated without actually being aware, nor knowing that most other women do it too - they stick the hair on the wall and then collect it and throw it after the shower. This could also lead to empowering and increasing the awareness of women in the creative world. Furthermore the whole idea came from the very fact that most interior designs and tiles of houses in Denmark are totally white, therefore the hair on the white tiles are really standing out immediately. This is a great touchpoint opportunity for linking Scandinavian home design with hair beauty products and tile makers. Most importantly the idea of TEMPLA serves to drive the playful and creative idea of rethinking our ordinary routines, to increase the awareness that extraordinary can be found in the most ordinary things, it is as simply as just needing to change the mind-set. TEMPLA hypes its purpose- to awake creativity in everyone of us, starting from the everyday very basics and hopefully serve as a rippling effect to challenge people's creativity and perspective-shifting. The overall vision is to create and develop it as a method -for companies- to suggest to their employees to foster creativity without the need of huge budgets to pay for creative events and therefore make "creative employees" more accessible to companies small/medium sized companies that cannot allow to spend to much budget on this "intangible" assets .

Competence needs

Hairdresser

Creative industry

Workshop facilitator

Digital designer



Interreg
Deutschland - Danmark



VekselWirk

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