



Team building project

"Collective Creation with Ironed Plastic"

Objective:

The team building project proposed by RE, the artist of Ironed Plastic, focuses on the use of creativity as a tool for environmental protection aimed at promoting communication and empathy among participants and highlights the importance of recycling and the ability to transform waste into works of art, underlining Maison Cartier's commitment to promoting sustainability through art. The ultimate goal is to create a collective work of art that symbolises the creative soul of the company.

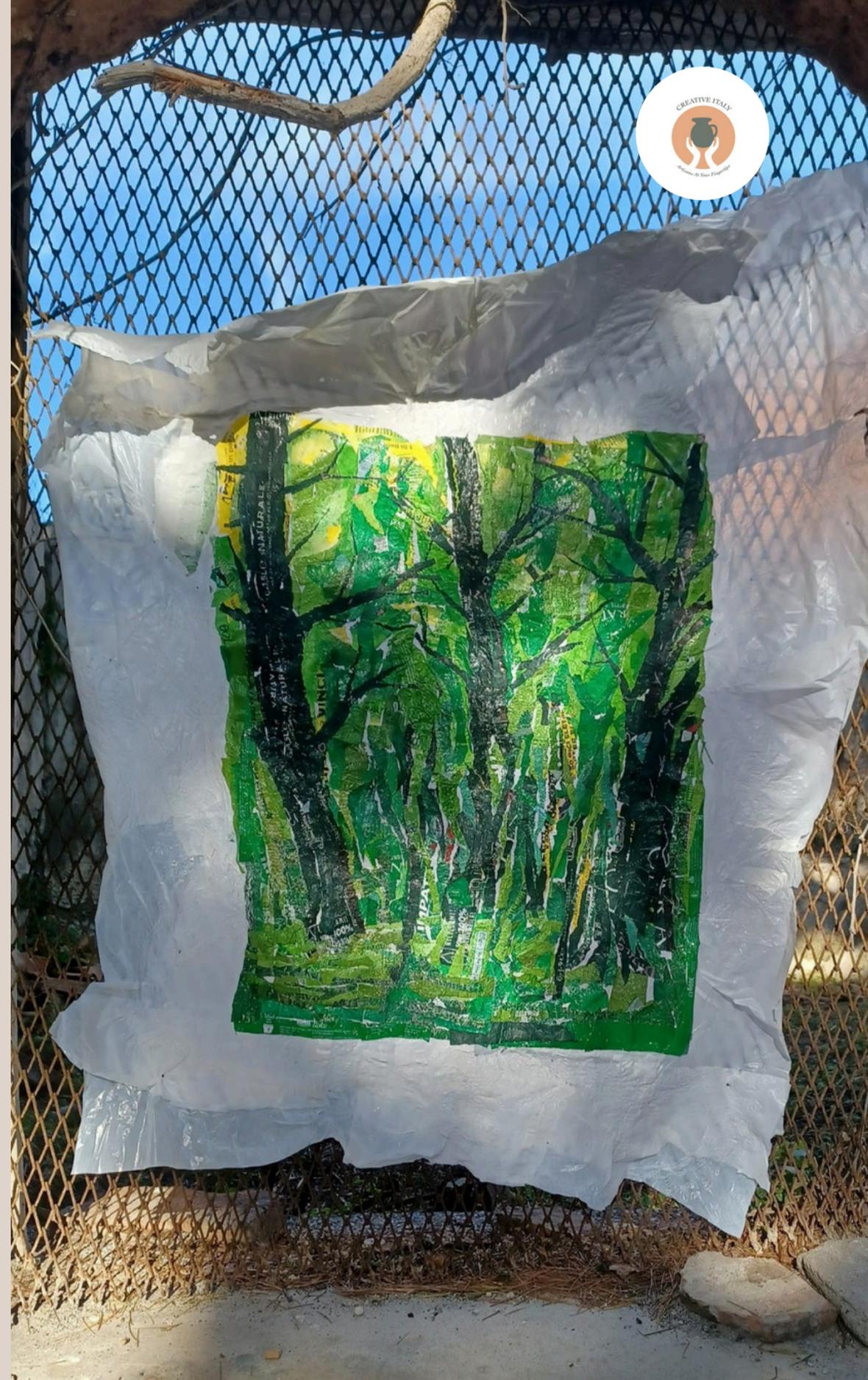


"Our mission is to enable our clients to create a positive impact but at the same time have a unique experience"

DURATION

The team building workshop will last a total of 8 hours, 4 hours per group, divided as follows.

- Thursday 21 September - 3-7 p.m. - Group 1 activity*
- Friday 22 September - 9 a.m. to 1 p.m. - Group 2 activity*





Location of Activity - Villa Bria

We have chosen Villa Bria as the perfect setting to combine history and art. Our aim is to create an environment that not only showcases the grandeur and elegance of the past but also stimulates creative exploration.





Workshop phases - Phase 1

Introduction to the Ironed Plastic technique (15 minutes):

- Introduction by Emanuela Ravidà (RE) as an expert in Ironed Plastic art.
- Explanation of the technique, materials and tools used.





Workshop phases - Phase 2

Introduction to the topic to be developed (15 minutes):

- Guided discussion on the mission, values and the importance of creative intuition.
- Identification of the main symbols and images that represent the company.
- Exploration of how creativity and art can be utilised.



Workshop phases - Phase 3

Creation of the individual sketch (30 minutes):

- Each participant will create a sketch inspired by the company's context and values.
- Sketches can be figurative or abstract and should reflect the personality and vision of each individual.





Workshop phases - Phase 4

Plastic selection and cutting (60 minutes):

- Each participant will choose the colours and types of plastic they wish to use to transform their sketch into a work of art.
- The selected plastic will be cut into appropriately sized pieces for assembly.



Workshop phases - Phase 5

Assembly and ironing (90 minutes):

- Participants will join the cut pieces of plastic together to create the collective artwork.
Assembly will require collaboration and discussion between
- participants to create a cohesive work.
Once the assembly is complete, the work will be ironed with iron to fix the plastic pieces permanently.





Workshop phases - Phase 6

Final presentation by the participants (30 minutes):

- Each group will present the collective artwork, explaining the symbols and ideas represented.
- During the presentations, participants can share the creative process and personal meaning behind their contribution.



Expected results

- Improved communication and collaboration between team members.
Development of empathy and appreciation of different perspectives.
- Creative expression and sharing of ideas through Ironed Plastic art.
- Creation of a collective artwork symbolising the soul and values of the company.



Additional notes

- Materials needed for the workshop, including irons and safety materials, will be provided.
- Participants are invited to bring waste plastic, such as bags or packaging, to use during the workshop. This will convey the message that even waste can become art and promote the idea of recycling and sustainability.
- Alternatively or additionally, the company can provide the plastic needed for the workshop, demonstrating its commitment to sustainable recycling and promoting art as a means of environmental awareness.
- An in-house exhibition can be organised to display the collective artwork after the workshop.
- It is advisable to document the creative process and the final presentation to create a lasting memory of the team-building workshop.



The team-building workshop using the Ironed Plastic technique, led by RE, will offer an experience that will stimulate creative intuition, foster interaction between participants and produce a tangible result that will represent the soul and values of the company.