

Outcomes

Each activity is related to the real- life situations of your workplace, to help your group gain new insights and stimulate breakthrough thinking. Your group will become skilled idea generators and solution-finders, as they learn how to turn a task from toil into pleasure.

Specifically, our training will:

- Prove that each person possesses innate creative skills
- Provide a creative toolkit that can be applied in everyday tasks
- Improve understanding and cooperation between team members
- Inspire leadership and passion to create ingenious solutions
- Bring enjoyment

Specific areas in which skills in creativity and innovation generate solutions and improve performance include:

- Customer Service
- Research & Development
- Internal & External Communications
- Sales & Marketing
- Team Building
- Change Management

MORAY ART CENTRE

We seek to provide an environment that encourages the artist to fulfil their highest potential. We aim to do this by inspiring and training individual artists to reach the standard of excellence of which they are capable.

We will provide access to the visual arts for all, as we believe creativity and the means to express it are fundamental to quality of life. More importantly we will provide access for artists and future artists and teachers to make and exhibit works by providing a venue that is inspiring, spacious and a meeting place that excites ideas and stirs imagination.



“The most original and imaginative facilities of their kind in Scotland.” The Press and Journal

Providing a stimulating environment for visual arts education and appreciation.

ABOUT US

Moray Art Centre is a non-profit centre for the arts running an annual local and international programme of exhibitions, events, classes and art residencies. The environmentally built and designed centre is situated in the unique landscape on the edge of Findhorn Bay, Moray.

The new centre has been planned to be a vibrant and motivating environment which allows people to meet, discuss and generate a community of creativity.

GREEN

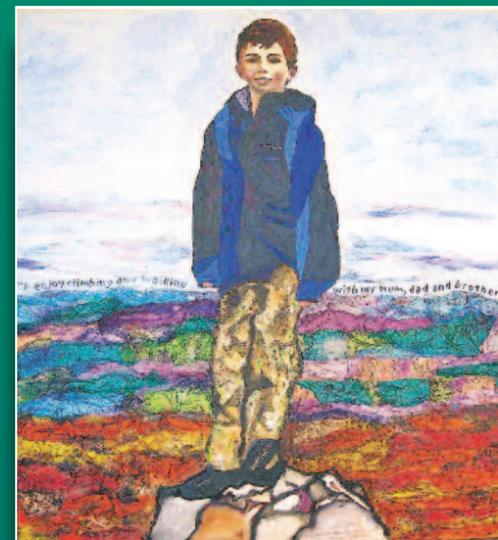
The first 100% carbon-neutral civic building in Moray, generating all its own heat and electricity, and built of all locally-sourced renewable materials. Situated alongside a world-famous Eco-Village, providing a unique and stimulating environment.



MORAY ART CENTRE

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Everyone is Creative

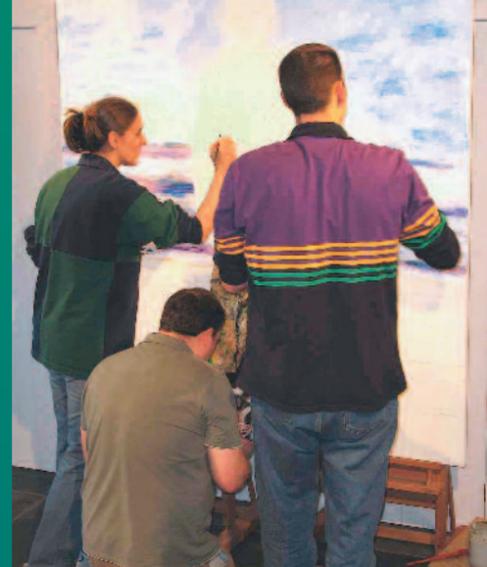


MORAY ART CENTRE

Harness it.

Creativity is essential because it is at the heart of innovation. Innovation is a force for growth and improvement, and is therefore a business imperative.

Tapping into dormant talents helps people feel more confident and unafraid of embracing the future. Exercises designed to effect shifts in perception help people break out of traditional mind sets. Activities involving drawing, painting, animation and craftwork create a lively and friendly atmosphere that awakens the senses, sharpens insights and allows exciting possibilities for taking creative risks - both personally and professionally.



Art can be a catalyst for personal, team and company transformation.

Toolkit

Develop skills in problem solving, collaboration and creativity. While each seminar or training course is designed to suit specific audience needs and interests, our programmes are generally centred on common themes:

- Generate, analyse, evaluate and implement ideas
- Using tools and techniques for inspiring creative thinking
- Fostering an innovative environment
- Creating guidelines for creative collaboration
- Promote your ideas, network, motivate teams and implement innovation



Outputs

Watch your staff be amazed by their creative potential as they produce works of art to exhibition standard. Suitable for display in your company offices, these tangible outputs from the course will serve as a constant reminder of the participants' capabilities. Examples of artwork produced include:



- PAINTING: "The Visual Poem: 2D"
Vibrant, huge images reflecting your own aims, aspirations and ethos in visual form
- SCULPTURE: "The Visual Poem: 3D"
Interior or exterior 3-dimensional form into the workplace / public grounds
- ANIMATION: "Many Voices Create One Story"
Creating a one-minute animation, with sound, output onto a broadcast-quality DVD
- WOVEN WALL-HANGING: "Weaving Individual Strands"
Incorporating individual ideas, stories, aspirations and symbols into an harmonious whole
- TAPESTRY-LIKE WALL-HANGING: "Our Emerging Image"
Creating a tapestry-like, woolen-cloth wall-hanging, with the potential to be 'read' as an epic poem or story
- GRAPHIC DESIGN: "Making a Clear Statement"
Creating a poster based upon a theme to be used in practice by your business



*The task. *The process. *The relationships.