# **Creativity Offers Us A New Formula For Life**

**This project is about:**

* Working and thinking differently using creativity rather than ‘logic’ to solve a problem or create an opportunity
* Working collaboratively to respond differently, consider involving others in your project
* What you learn/experience on your creative journey is just as important as the work you create (see Question 4.)

**Information**

* This project is not just for artists, it’s for everyone, and it’s free
* Your project can be as big or small as you wish; an action, some words, a poem, a picture, an algorithm, a method, a way of thinking, a performance, etc. that you have approached creatively and not strictly logically, and in some cases, with another person or group
* There will be an exhibition displaying your work and story (Question 4.) TBC
* There will be a celebration event in November in London and on Zoom
* Your contribution will be displayed as printed / photographed / Video / Interactive / VR / physical artifact
* Self-Printed work - UK/USA delivery locations TBC
* Physical artifacts – UK only delivery location TBC
* Original work / Print sizes – TBC
* **Please attend as many contributors’ Drop-in sessions as you can for project updates (**[**https://www.augmentedsociety.org/p/creativity-project-2023.html**](https://www.augmentedsociety.org/p/creativity-project-2023.html)**)**

\*Delivery/Return, Insurance, at own expense

**Deadlines**

* 15th July ‘23 - Complete and return this **Contributor detail form**
* 31st August - Project output in digital format received
* 15th September ‘23 – Responses to Contributor Form Questions 4 and 5. Received.
* 15th September ’23 - Completed contributor short Zoom session (More information to come)
* 15th October - Self-Printed / Physical artifacts received

**DEADLINE FOR SUBMISSION OF THE CONTRIBUTOR FORM: 15th July ‘23**

**(We will accept resubmitted Responses to Contributor Form Questions 4 and 5. Until 15th September ‘23)**

**Please email the form to:** [**augmentedsocietynetwork@gmail.com**](mailto:augmentedsocietynetwork@gmail.com)

1. Name/s (name each contributor involved in the project)
2. Project title (descriptive title)
3. Project abstract (Description of project activity (100 words MAX)
4. Having used ‘Creativity as a New Formula For Life’, what changed? What was the impact on you and others? (100 words MAX)
5. Expected project output (Format - photograph, spoken word, object, etc.)
6. Contributor/s biographies (80 Words each MAX)
7. Contact email for lead contributor/s
8. Tags (e.g., History, Identity, Craft, etc. 5 MAX)
9. Website URL (for each contributor if applicable)
10. LinkedIn URL (for each contributor if applicable)
11. Instagram or other social media URL (for each contributor if applicable)

**See the example on the following page for how to complete the form**

**Please complete all 10 questions and email the completed form to: augmentedsocietynetwork@gmail.com**

1. Name/s (name each contributor involved in the project)

**Zoe Camper**

1. Project title (descriptive title)

**Ownership, Privacy, and Creativity**

1. Project abstract (Description of project activity - 100 words MAX)

**14 ordinary people volunteered to have their portraits hand-drawn by the artist and then rendered as a group portrait on a large (5’ X 6’) satin banner. Each sitter also has a shared ownership of the satin banner, along with the artist, going forward. The creation and shared ownership information will be recorded using the same cryptographic block signature technology used on the blockchain. The project used a creative approach to engage people and helped them to understand how important it is to know about data privacy, cryptology, and new technologies used on the internet.**

1. Expected project output

**Photograph, satin banner**

1. Having used ‘Creativity as a New Formula For Life’, what changed? What was the impact on you and others? – (100 words MAX)

**Each sitter learned about the blockchain, issues surrounding personal privacy, and what it means to own, and benefit from, the sale of a real and digital asset. The process of having a portrait drawn enabled the artist to engage with the sitters in an entirely different way. It was a really great way to impart some otherwise rather dry, but important, information.**

1. contributor/s biographies (100 Words each MAX)

**Practicing artist and founder Zoë Camper LLC - a Slow Fashion, limited-edition art-wear company. Co-Founder of The Augmented Society Network, and Elected Fellow of The RSA. You will find me at my happiest, at the intersection of art and technology. I led the team that created the UK’s first AI driven health chatbot and have spoken at many conferences including IBMThink about my AI and digital work. I also taught at the BBC Academy, and hold a PGCE in Design Technology as well as Hons Degree in 3D Design. I am a London native currently living in Fabulous Las Vegas.**

1. Contact email for lead contributor/s

**zoe@zoecamper.com**

1. Tags (e.g., History, Identity, Craft, etc. 5 MAX)

**Drawing, Portraits, Cryptography, Blockchain, Technology**

1. Website (for each contributor if applicable)

**www.zoecamper.com**

1. LinkedIn (for each contributor if applicable)

**https://www.linkedin.com/in/zoec2/**

1. Instagram or other social media (for each contributor if applicable)

**https://www.instagram.com/zoeacamper/**