

POWER  
OF ART  
HOUSE

NOT JUST ART

*How to  
Change  
the World  
in one day*



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## INTRODUCTION

Welcome to Power of Art House, a creative collective that commits artistic interventions in public space for lost stories and sociopolitical issues. Our aim: to increase involvement and solidarity in society. We believe in a world where boundaries are blurred, in which "problems there" and "problems here" are experienced as part of a whole, and where connection and solidarity are back on the agenda. We live for a society in which citizens are challenged to think about sustainable solutions to social problems, and in which they are encouraged to express their views about political issues.

Around the year 100, the Roman historian Tacitus observed that the more people established themselves as individuals, the more laws and regulations governments would produce to make people act in the public interest. Nearly 2,000 years later, "we, the citizens" are expropriated from public affairs and we primarily represent our own interests. It is time for us as citizens to redefine our own problems so that we can come up with better, more innovative, and more fitting solutions.

Power of Art House is not an NGO or a propaganda machine.

We do not want to tell the public what to do or think. By telling these so-called lost stories, we want to stimulate public discourse, so that citizens are motivated to search for the right solutions both together and individually. We want to build bridges between all different cultures and levels in our society: We believe in inclusion.

We call ourselves "creactivists". The creactivist's ultimate goal is to inspire people artistically about how they approach and can improve their environment. We want to evolve in all layers of society. Our work focuses on the balance between thinking and doing; reflection and action.

We believe that art can have a disruptive effect if it is not seen as art. The concept "art" often creates a mental distance for many people. We want to reduce that distance through using associative expressions from the daily world of experience; a so-called "art provocation".

## CREATIVE PRESSURE COOKER

Through this so-called pressure cooker, Power of Art House wants to show that creativity is so much more than a beautiful expression of design or artistic excess: Creativity can actually change the world. Creativity is a talent that can be applied far more widely than it is currently done. Creative people can be Change Makers; activating that latent talent is how you bring about change. We teach students to dare to step out of their comfort zones and dive into authenticity.

The *creative pressure cooker* is a form of open innovation that is focused on creating, designing and presenting new ideas and disruptive concepts. It is an intensive interdisciplinary workshop that focuses on the intersection of art and social issues in society. Through a one-day workshop, students are challenged to apply professional skills, scientific knowledge, analytical ability and creativity to build bridges between citizens, society, and the academic world.

## PRACTICALITIES

- Workshop capacity: 10-16 students
- Includes: lunch and brainstorming supplies.
- Facilitation in either English or Dutch.
- Is your educational institution outside of Amsterdam, and do you need room and board for your students? Contact us and we'll arrange it for you!

*"Things are not to be judged  
good or bad merely because  
the public think so"*

*Tacitus*