

**NOWOTNY** Creator of

**Events:**

To turn spaces inside and outside into a magic world is dependent on the theme - the location - the concept and the content of matching video sequences interacting - with steady images - with sound - with the choreography of light and most of all the chosen place or space. The design of an event is the 3-D version representing the individual mind, social competence, values and philosophy of the inviting person or company. To give the guests a time of experience in an individual created world which they will remember is a very delicate task.

**Design** - individual, artistic, industrial:

The goal of a good design is how to develop a form around function, use and technic. Another challenge is the combination of materials, choosing the colours, considering the dimension and proportion of the form to combine design and function. It needs a free mind – a lot of studies and research - a good concept - experience - time - a good professional team and a cooperative supportive costumer, institution or company, to succeed.

**Sculptures** – artistic:

To transform a high performance car into a sculpture was the main idea. To develop a free artistic sculptural artwork based on the most important details and features of Porsche design. To create modern sculptures – icons for the future representing – power - innovation – design - quality. First samples have been visualized. The next important step is to inspire the Porsche Family to get their approval to develop a limited edition of PORSCHE-Sculptures in cooperation with the official innovation and design department.

**Creative workshops** – teambuilding:

Without content or concept you will never make things done. To create a good artistic work is a similar process like in any Company who produces products for consumers. The factor time to verify an idea to develop a plan for development is underestimated most!

To listen to each another, to communicate with respect, to develop a concept together as a team, inspiring and supporting each other is an important learning process. Discussing and define the steps of development, finding out who is best for each step to take is essential. Failing within the working process is an important lesson - learning not to blame each other but to find out a solution together is lowering the stress level of the team and brings more quality into innovation and daily working processes. My part is to support (manage) the team in the process to develop a master plan - to lead, guide and support them if there are difficulties.