

B E S T L A I D P L A N S

CREATIVE POTENTIAL



W O R K W H I C H R E F L E C T S Y O U



W O R K W H I C H R E F L E C T S Y O U





BE PROCESS, NOT RESULT ORIENTATED



BE PROCESS, NOT RESULT ORIENTATED

D E F I N E Y O U R O W N P A T H



D E F I N E Y O U R O W N P A T H





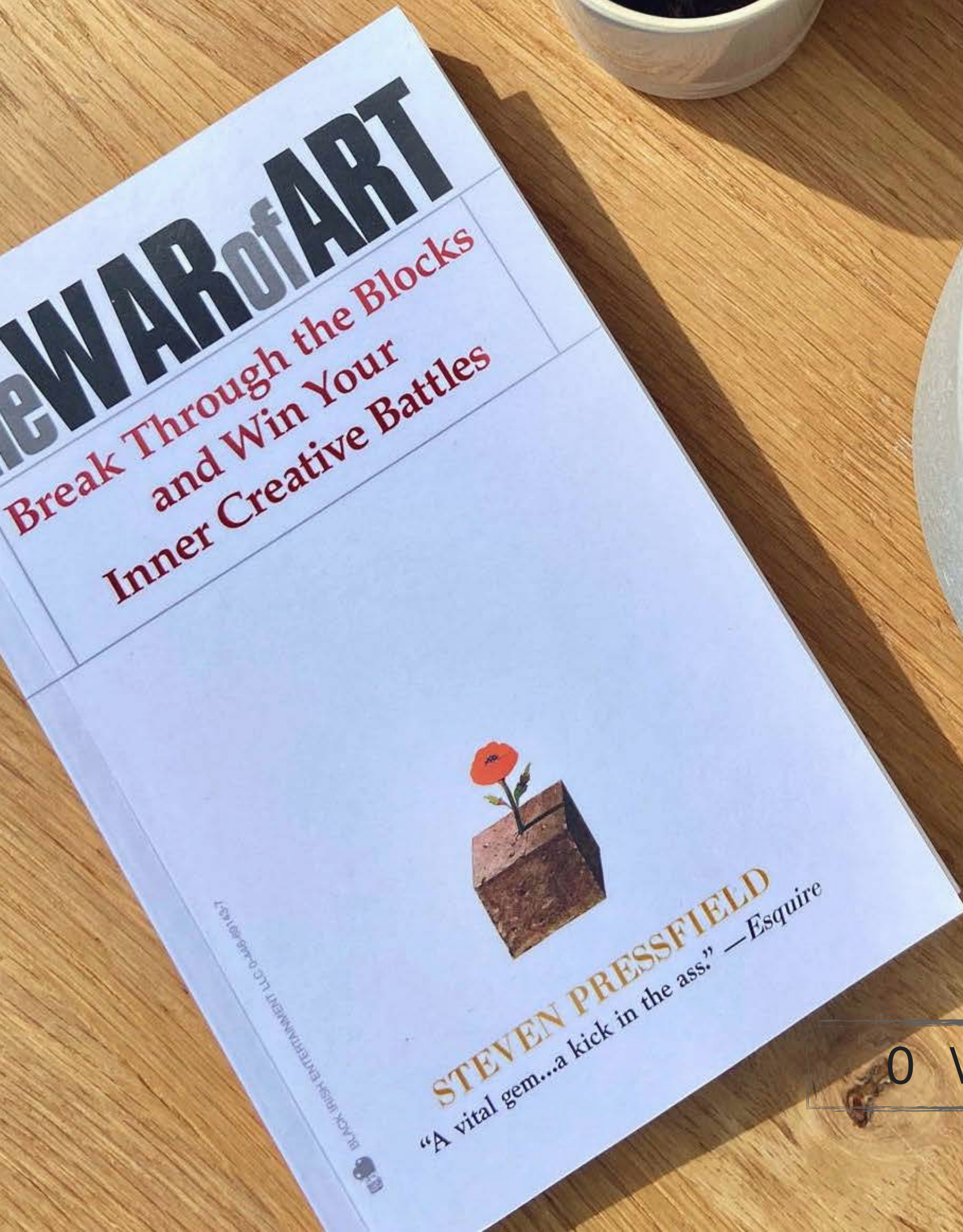
P L A N T S E E D S

SPEND YOUR DAYS SOLVING DESIGN PROBLEMS



SPEND YOUR DAYS SOLVING DESIGN PROBLEMS





IF YOU FIND YOURSELF ASKING
YOURSELF (AND YOUR FRIENDS),
"AM I REALLY A CREATIVE? AM I
REALLY AN ARTIST?"
CHANCES ARE YOU ARE. THE
COUNTERFEIT INNOVATOR IS WILDLY
SELF-CONFIDENT.
THE REAL ONE IS SCARED TO DEATH.

O V E R C O M I N G

R E S I S T A N C E

ART IS EVERYTHING YOU DON'T HAVE TO DO.







JEFF Koons

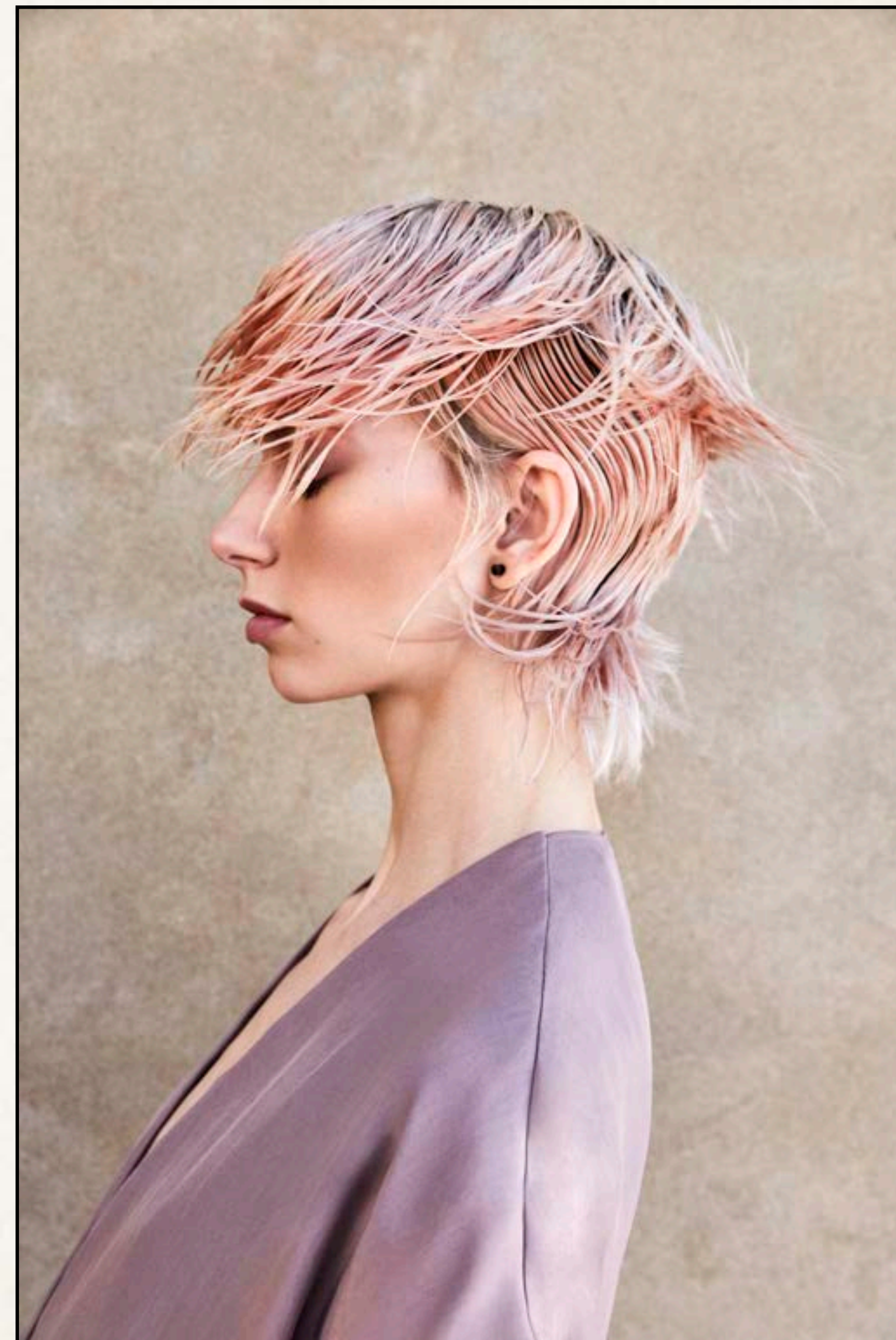


Strip it back to the basics.

Elevate the familiar

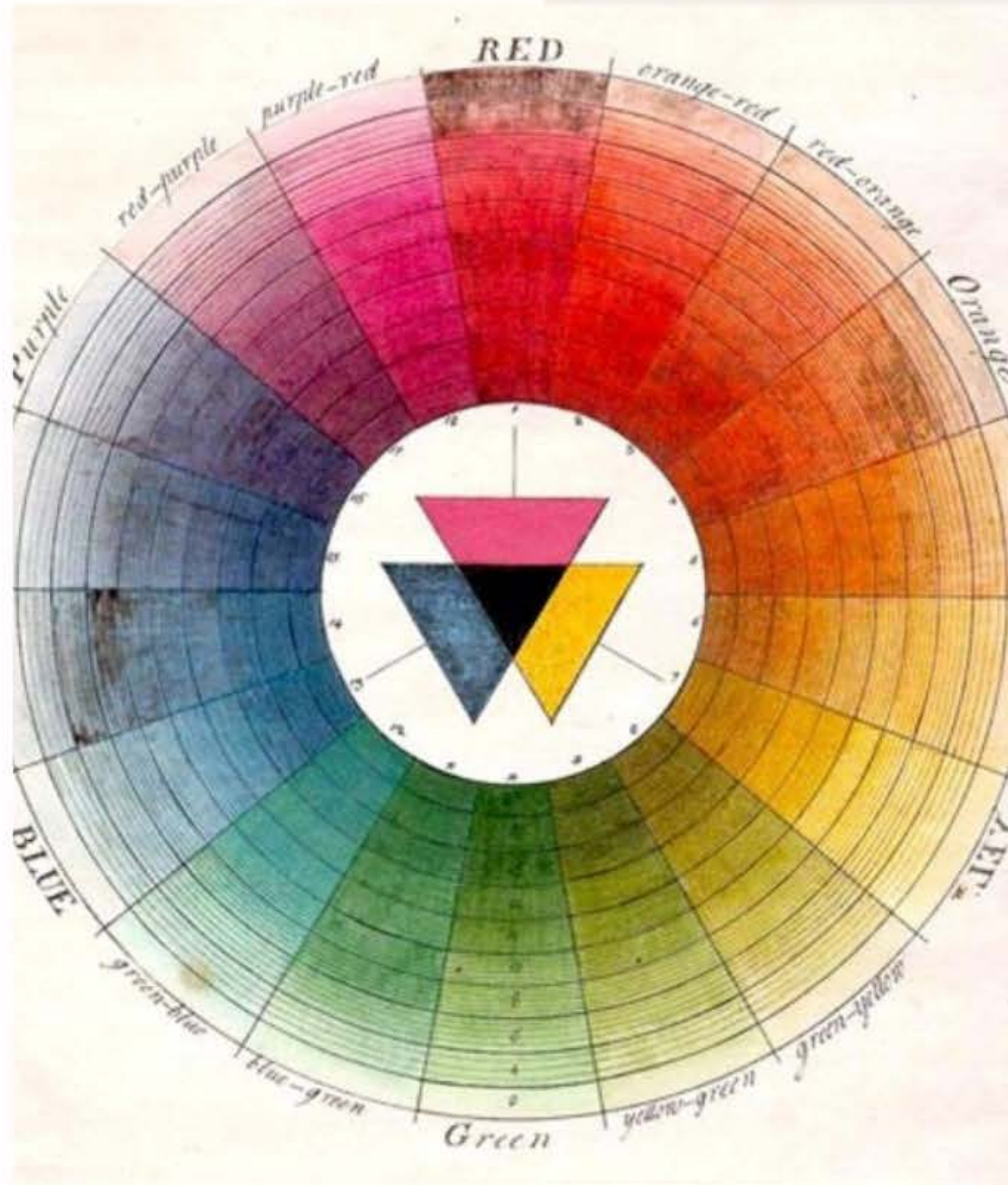
What would happen if you only changed one element





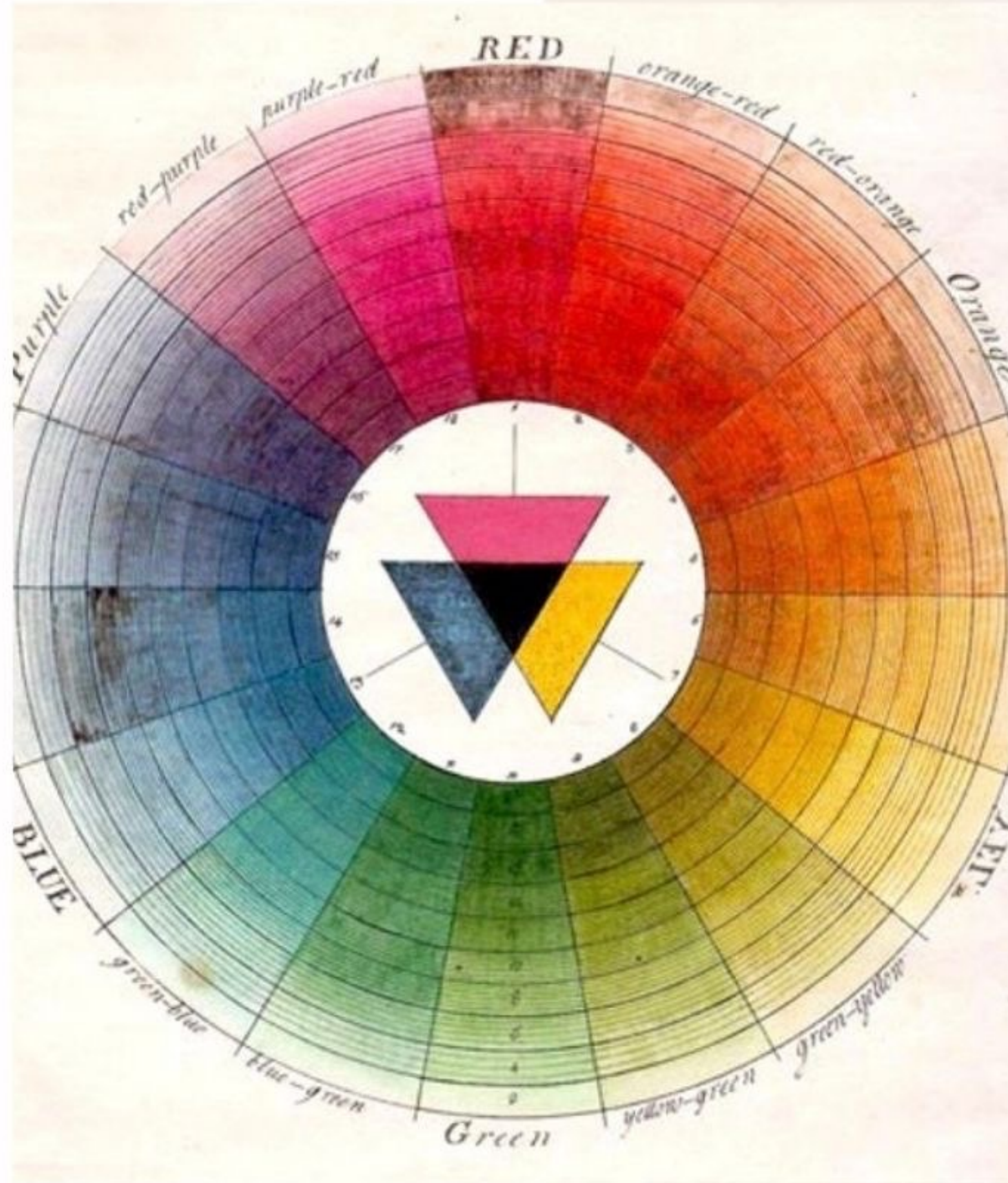


THE COLOUR WHEEL IS MAGIC



Everything we see around us, in nature, comes from our own colour wheel

We have the possibility to create endless colours, from 3 colours.



**HAIR COLOUR
IS A SCIENCE
EXPERIMENT
WITH
NATURE**

COCO CHANEL

THE IMPORTANCE OF MISTAKES

Chanel No.5 would never have existed if it wasn't for a formulation mistake

Allow yourself time to formulate

Allow yourself room to make creative mistakes



Formulating like a Perfumer/Nose

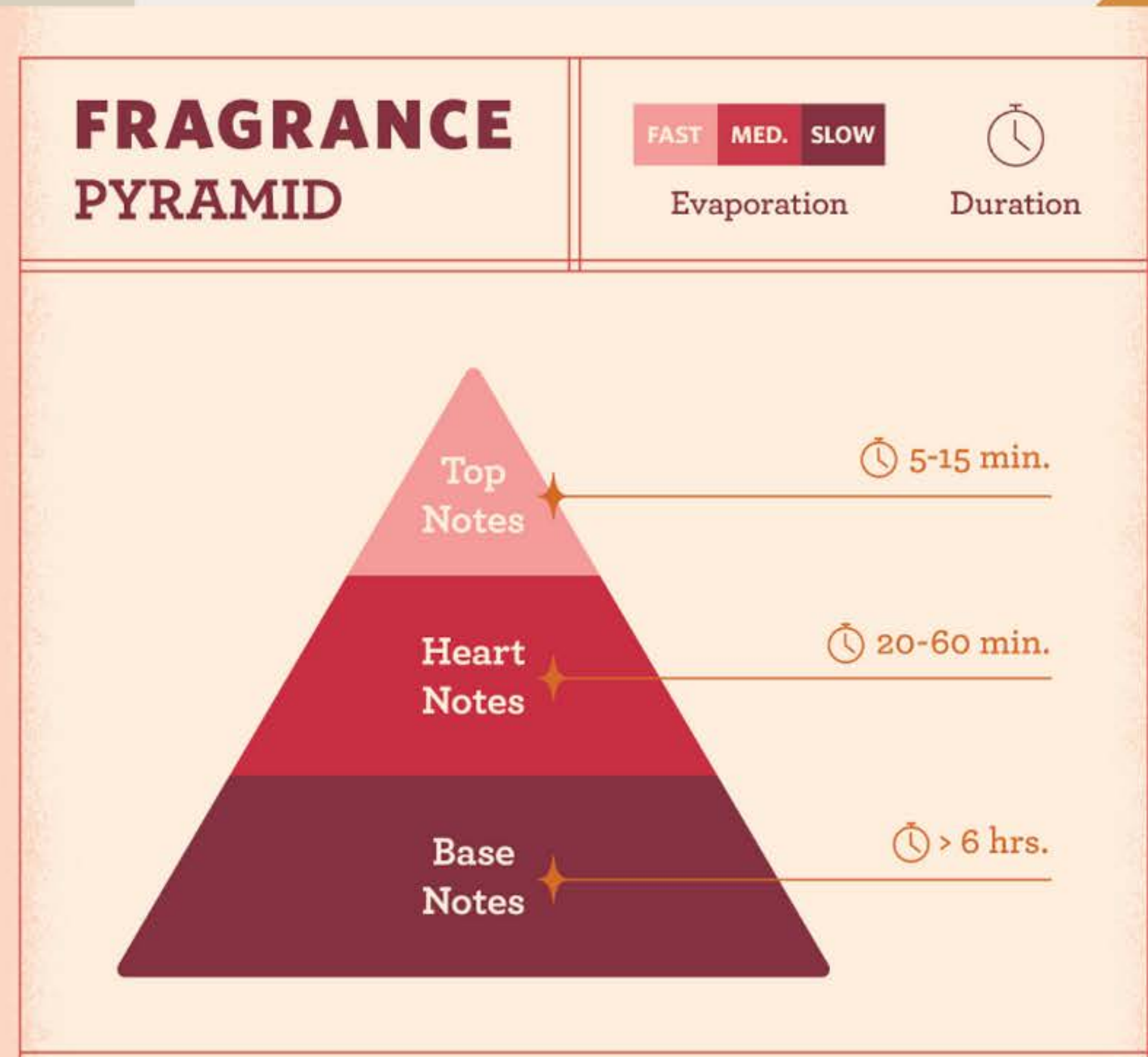


3 levels of toning:

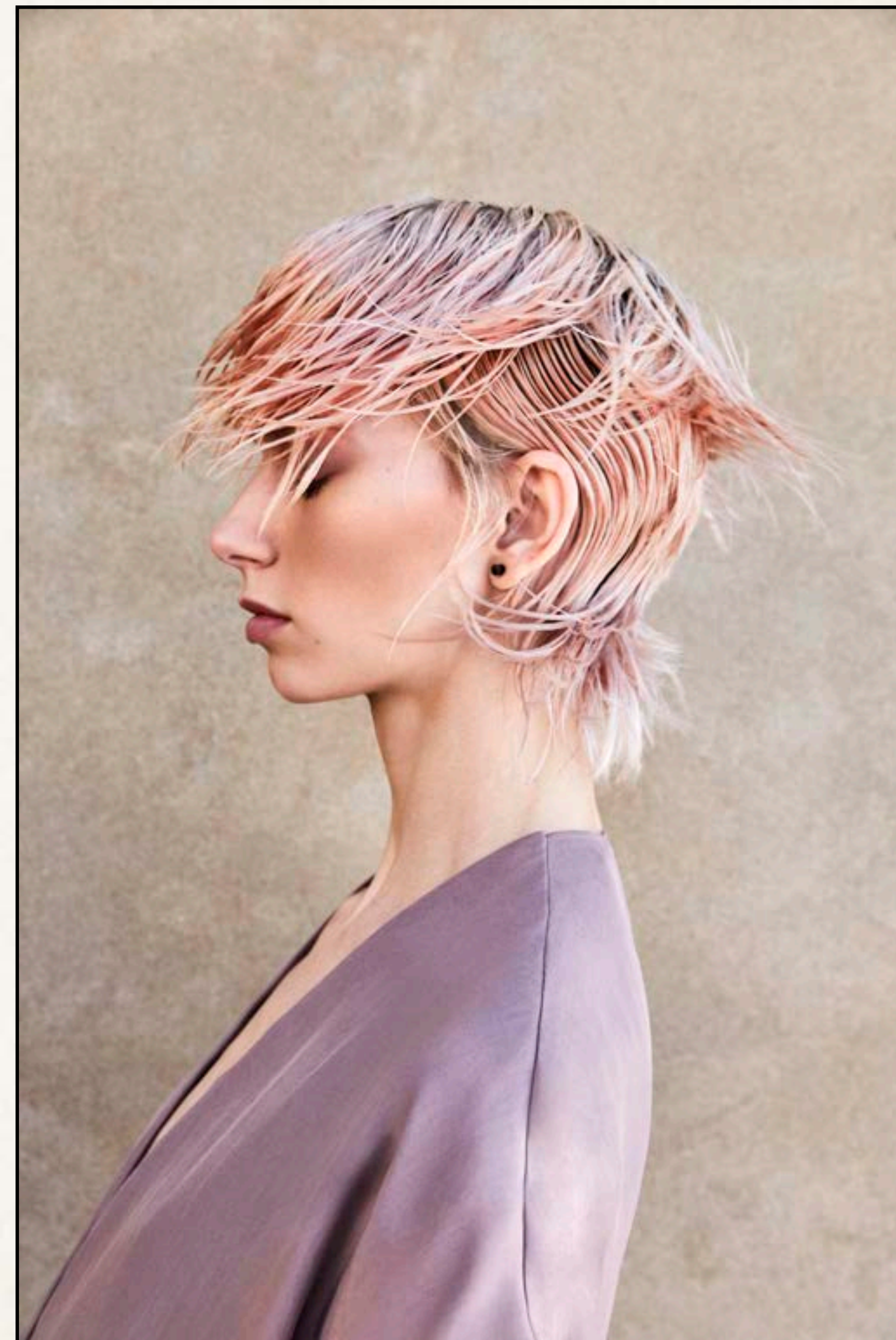
Base: What you want to Neutralise

Heart: What you want to Enhance

Top: Your Finish
(Enhancing the base)









C O N C E P T B O A R D



