

MAMAKAN STUDIO

PERSONAL INVITATION TO
THE PANEL FOR
EMOTIONS, ARTS AND SENSES
(PEAS)

MARCH 2020

Confidential



THE PANEL FOR EMOTIONS, ART AND SENSES (PEAS)

We're so happy you're joining our panel!

We've already asked some of our friends and family for feedback on the first Mamakan Studio collection. They have given us a lot of loving support and great suggestions for the first curation.

With the Panel for Emotions, Art and Senses, we're bringing together a wonderful, diverse group of people.

We'd like to ask for your help in creating the language around the studio's featured botanicals.

PURPOSE OF THE PANEL

Discovering the beauty of botanicals by sharing experiences around the artworks to create engaging stories.

KEYWORDS:

Discovery, Beauty, Love.

PEAS SUPPORT THE DISCOVERY OF BOTANICALS, BY
GIVING INPUT ON:

EMOTIONS, ART & SENSES

With this input, stories are created (video, text, images, sound) by the studio and its collaborators (art historians, botanists, musicians, chefs and others).

Stories will also feature:

USES, MYTHS, HISTORY & ART LINEAGE

We'd like the first stories to be ready for featuring by the end of April, since the studio soft launch is planned for May 2020.

PANEL TIMELINE

Two groups of 6 to 8 people, starting April 2020, coming together to have a conversation around the artworks.
Frequency to be discussed later.



PANEL MEETINGS

We are asking you to participate in **an online Zoom meeting** of one and a half hours. The meetings require **a short preparation.**

In these meetings we'll ask your **verbal input** on the **emotional, artistic and sensorial language** around different botanical artwork constellations.

We'll be looking to make these meetings **interactive and exhilarating experiences.** You'll get an **exclusive** and **insiders** look into the studio launch!

The panel meetings will be **led by Antonella**, who has extensive experience with sensory and emotional experience dialogues. **Marrije will moderate** the panel meeting.

In planning the meetings, we will facilitate for **different scheduling options and time zones.**

MAMAKAN STUDIO website:

People **engage with stories**. From that, they develop their own stories.

The consignment, collection and purchase of an artwork is a **transformative experience** (“moment of truth”).

Mamakan Studio artworks are original and bespoke.

SOFT LAUNCH IDEAS:

- Featuring one botanical (species) throughout the whole website with stories consisting of images, text, videos and soundscapes
- Enabling collectors to engage with the artworks through confidential private viewing appointments
- Setting up online ‘Voyages of Discovery’ and other experiences to facilitate the discovery of the beauty of botanicals.



THANK YOU SO MUCH!

We're very grateful for your help and support.

If you have any questions, please feel free to ask.

Our email is:

hello@mamakan.com

