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Art Immersion - The key to meeting one's own self and to finding one's creativity and inner capacities.

Art Immersion (Taidesukellus®) is a service design concept (workshop and product) which enables the impossible. The work process consists of the creative use of one's hands, using innovative methods, allowing for easy and fun crafting and insights. The final pieces can be combined into a group's or community's shared work of art.

For whom is Art Immersion

Through the use of this innovative method anyone is able to find their creativity. Art Immersion requires no previous artistic experience. It works equally well for children and adults, manual workers and professors, individuals, organisations and communities.

Tailor- made to suit your needs

The workshop may be organised anywhere and its contents can be customised according to client wishes. The work can take place in a small, intimate group or a larger workshop of up to 250 persons. The workshop can be combined with services such as catering, conference-, employee wellness-, spa- or other experiences. Venue options for all needs are available.

What can Art Immersion be used

Art Immersion® works as a tool for

- team building and wellness days
- developing innovative thinking
- development and strategy work
- Service Design
- supportive element for training and pedagogy
- complimenting mental health work and therapy
- at festive occasions, seminars and events
- in private tuition



"Totally "out of the box". Brilliant!" -Tuomo

"A new experience in every way! Interesting, fabulous!" - Elina, Unifi, Council of Principals

"A wonderful & eye- opening experience!" - Mert Otsamo

"Great! This was such fun. Good method!" - Matti, Bank of Finland

"It was so exciting that I exploded." - Oscar, 3rd grade pupil

"Soul-soothing. Thank you." - Anonymous

We have also participated in Art Immersion workshops:



The developer of the Art Immersion method, artist Paula Julia Rusokallio specialises in breaking apart the myth of art. During her career she has created various innovative tools for easy access art activities. Rusokallio's work ingeniously combines empowering individual expression with a sense of community.



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Art Immersion Factory activity cornerstones

The main services provided by the Art Immersion Factory are Art Immersion (Taidesukellus®) workshops, developing innovative art methods as well as implementing the Art Immersion® method in different fields as a new, creative operating model.



A patented innovation

The innovative painting canvas used in Art Immersion, which allows for its use in different environments according to client needs, was patented in 2018. An EU patent is pending.



A strategic tool

Art Immersion is an effective method in developing business activity or in connection with transformation processes. It provides an efficient and concrete tool for creating a shared vision, defining one's personal role or creating commitment to strategies.



IDEa Canvas

An application, based on the patented painting canvas used in Art Immersion, has been developed to facilitate the production of ideas as well as creative and strategic work. The application enables the combining and presentation of multilayered visions. The Idea Canvas can be utilized as a platform for design, sketching and presentation in various fields. The Moodboard is available in various material options according to user needs.



Instructor training

The Art Immersion method brings added value and new tools for developing one's personal know-how. Find out more about the licenced Art Immersion® Instructor Training (Business and Public sectors).



International openings

The Art Immersion concept, painting canvas innovation and digital collage create pathways towards internationalisation.



Digital collage

In collaboration with our partners a new community-based platform is developed, through which the pieces made by Art Immersion participants may be filed as one massive digital work of art. This giant piece may be utilized in different digital environments.



Extreme Combos

Art Immersion is easy to unite with other art forms. The more unusual combinations include music (Note Immersion), circus (Art Immersion in clowning) and virtual games.



[Read more](#)

[Watch video](#)



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Partners and projects

The Art Immersion Factory partakes in several co-operation and development projects.



Avidly is an inbound marketing agency and a vessel led by navigators and explorers. They help customers go from where they are, to where they need to be. Art Immersion method helps organisations and individuals in finding purpose.



Aalto University's Master's Programme in International Design Business Management integrates design and technology with global business development. Cooperation with Art Immersion concept enables new transdisciplinary learning experiences.



Frakkipalvelu NAM is the leading rental of white tie costumes in Finland, collaborating with us by providing licensed Art Immersion instructors with suits and accessories.



Sokeva Oy is known for Finnish, high-quality paint brushes and co-operation with employees with visual impairments. Sokeva functions as a co-operative sponsor in Art Immersion material acquisition.



Consultium Oy is an expert on the renewal of management and organisations. Consultium is developing the Art Immersion method into a strategic team work tool with us, to be used in the development of business activity models and strategies.



Seriman Oy is our relied-upon partner and manufacturer of innovative painting canvases.



Breaks Finland Oy operates at the intersections of life-long learning, innovations, change and digital work transformation.



The Helsinki Conservatory of Music is a music institute, concert house as well as a provider of cultural services. They are working with us to develop the combined, creative and innovative entirety of Art Immersion and music.



Metropolia University of Applied Sciences is a bold innovator of expertise and an active builder of the future, bringing technological expertise and research, development and innovation skills to Art Immersion projects.



Telaketju-project (VTT, Turun AMK) aims at furthering the utilisation of textile waste in Finland. In collaboration with The Art Immersion Factory, a painting canvas made of recycled textiles is developed.



Sol i minnet-project brings contents of experientiality in an innovative way to those with severe memory impairments. The Art Immersion method is at the core of this research project, which focuses on observing individual emotions and enables the acquisition of fine motor skills.



Sirkus Keikaus utilizes the Art Immersion method in the clownery process, whereby a person's inner clown is sought after.

Providing further support



Business Finland INTO project (Developing innovative thinking) has been using Art Immersion as one of its tools for creative development. The innovative painting canvas has also been awarded Business Finland's Innovation Bill in order to initiate an EC patent.



ELY-keskus (Finnish Centre for Economic Development, Transport and the Environment) is involved in the growth, development and internationalisation of the Art Immersion Factory's business activity.

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An ingeniously flexible piece of art



Background image for smartphones

A new community- based platform is being developed in collaboration between different partners, which will store Art Immersion artworks into one gigantic digital piece, which can be investigated on a micro or macro level.



Converted to all screens

The Digital Gigantic Piece can be utilized in different digital environments: web sites, tablets and pads and various meeting or waiting room monitors.



Art for all spaces

The physical works of art can make for splendid creative displays in the entrance and meeting premises of companies. Digitalising the pieces allows for them to be projected onto walls or converted, for example, into flat-tv screen works of art, which may be scrutinized on a micro or macro level.



Massive murals

The physical works of art can form incredible, gigantic pieces. The largest community- based artwork of Finland was created in honour of the Finland 100 Years Jubilee. This massive piece consists of more than a thousand self-portraits painted by Finns, which combine into an installation of one hundred square meters.

What are your dreams?

Let's create something new together - make the impossible happen!