

Don't just do it.

You entered this world as a creative genius.

Curious. Playful. Somewhat obstinate.

But over the years society shaped you into an obedient, well-mannered citizen.

Your questions became nicer, the decisions safer, and the answers more certain.

We're here to reverse the trip.

We want to uncage your imagination. And dare we say, make *every single person on this planet* one percent more creative.

Does this sound a bit naive? If not a little over-ambitious?

We agree. Our vision is easy to criticise, ridicule and whisk off.

But we feel it's a small price to pay in order to encourage your independency and nurture your brainchildren.

It's not an easy task. It's a never-ending battle.

Because the world is full to the brim of faceless bureaucrats and greedy bullyboys, waiting to kill your ideas with just a flick of the wrist.

So whatever you do, don't just do it.

Put your heart and soul into it.

Love it.

Hate it.

Turn it up-side-down.

Turn it inside-out.

Bend it.

Brake it.

Shake it.

Blow it up.

Whatever you do, don't just do it.

Push it forward.