

This competition is designed to challenge teams to balance **artistic integrity** with **financial viability** and **social impact**. Each team must launch a new body of work by their assigned Artist, ensuring the launch plan provides a measurable benefit to all four team members.

The Team (The Four Pillars)

1. **The Artist (The Creator):** Brings the core product, the vision, and the creative expertise.
2. **The Corporate Executive (The Investor/Strategist):** Provides capital, high-level business strategy, and access to corporate resources/networks.
3. **The Nonprofit Director (The Impact Catalyst):** Provides a community mission, social context, and a non-commercial distribution channel.
4. **The Small Business Entrepreneur (The Implementer/Operator):** Provides speed, ground-level execution, a local customer base, and lean business experience.

Success Metrics (The Shared Victory)

The winning team must demonstrate how their project achieved **all four** individual goals:

Team Member	Goal (Benefit)	Measurement
Artist	Artistic Freedom & Exposure	Successful exhibition/launch of new work; acquisition of new collectors/patrons; positive critical review.
Corporate Executive	Innovation & Brand Association	Measurable internal employee engagement (e.g., in a workshop); media mentions linking the company to the project's success/creativity.
Nonprofit Director	Social Impact & Fundraising	Specific dollar amount raised for the nonprofit's mission; measurable community engagement or participation.
Small Business Entrepreneur	Revenue & Market Expansion	Percentage increase in revenue for the small business; successful entry into a new market segment.

Here are three distinct scenarios for the teams to tackle, each forcing a different type of Art-Business integration.

Scenario 1: The "Digital Transformation" Challenge

The Artist's Work: A series of large-scale, abstract paintings focused on the concept of "**Data Overload and Mental Clarity.**"

The Challenge: Launch a collection that involves a digital element and requires a high initial investment in technology and marketing, with an emphasis on corporate wellness.

Team Member	The Stake	The Solution Focus
Artist	Needs funding for large-scale production and a new digital medium (e.g., an AR overlay for the paintings).	Focus: Creating a high-priced, limited-edition NFT of the work that unlocks exclusive in-person access.
Corporate Executive	The company is struggling with employee burnout and needs a tangible "innovation project" for its annual report.	Focus: Sponsoring the art's AR component and hosting a "Mental Clarity Workshop" where the Artist guides employees through viewing the art.
Nonprofit Director	A local youth organization focused on digital literacy and mental health.	Focus: Selling digital prints of the art at a lower cost to raise funds, with the "Data Overload" theme used as a prompt for a youth dialogue series.
Small Business Entrepreneur	A local, high-end coffee shop/co-working space looking to drive traffic during weekday afternoons.	Focus: Hosting the physical exhibition and creating a limited-edition "Clarity Blend" coffee with the art on the packaging, only available during the exhibit.

Scenario 2: The "Community Renewal" Challenge

The Artist's Work: A sculptural installation made from **recycled local materials** that celebrates the history of a struggling city block.

The Challenge: Finance, build, and unveil the permanent installation in a designated, economically depressed urban area while creating a self-sustaining program around it.

Team Member	The Stake	The Solution Focus
Artist	Needs a public commission and a documented connection to the sustainability and urban planning movements.	Focus: Documenting the entire material sourcing and building process to create a short film submitted to environmental/art festivals.
Corporate Executive	A construction/development firm seeking to improve its community relations and secure a permit for a future development in the area.	Focus: Providing the labor/logistics for the installation and offering a matching grant to the Nonprofit's related program.
Nonprofit Director	A local housing advocacy group whose mission is tied to the revitalization of the neighborhood.	Focus: Establishing an ongoing educational program (e.g., a history tour) centered on the sculpture to raise monthly donations and awareness.
Small Business Entrepreneur	A struggling local hardware and salvaged goods store that is the source of the art materials.	Focus: Partnering with the Artist to launch a "DIY Recycled Art Kit" based on the project, selling it in-store and online to capitalize on the installation's publicity.

Scenario 3: The "Mass Market Experience" Challenge

The Artist's Work: A series of unique, hand-painted patterns and textures originally intended for fine art canvases.

The Challenge: Pivot the artwork into a successful **consumer product line** that scales quickly and maintains its artistic distinctiveness.

Team Member	The Stake	The Solution Focus
Artist	Needs to demonstrate a successful commercial application of their art without devaluing their original fine art pieces.	Focus: Designating a very select few of the original paintings as Master Originals to be sold privately, thus raising the perceived value of the mass-produced designs.
Corporate Executive	The Head of Marketing for a major textile or home goods brand looking for fresh, exclusive designs to launch a new product category.	Focus: Licensing the patterns for a large-scale product run (e.g., bedding, wallpaper) and featuring the Artist in a national ad campaign to highlight the brand's commitment to authentic art.
Nonprofit Director	An organization dedicated to art education in underprivileged schools.	Focus: A clause in the licensing deal that a percentage of all product sales goes to fund a free "Pattern Design" curriculum taught by the Artist.
Small Business Entrepreneur	A custom print-on-demand e-commerce site looking to transition from basic designs to exclusive, high-margin, premium content.	Focus: Using their platform for the initial limited-run pre-sale of the product line to prove market demand and collect valuable customer data.