

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