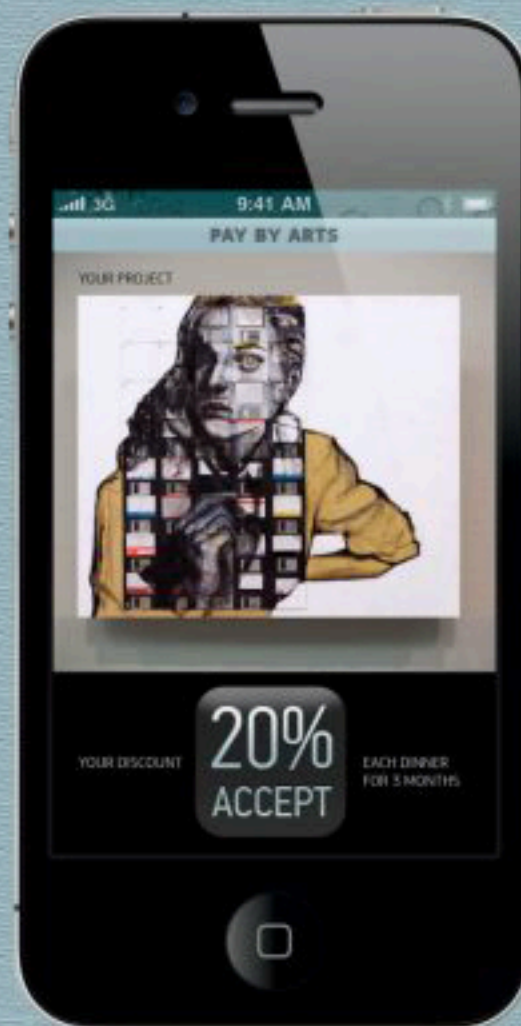
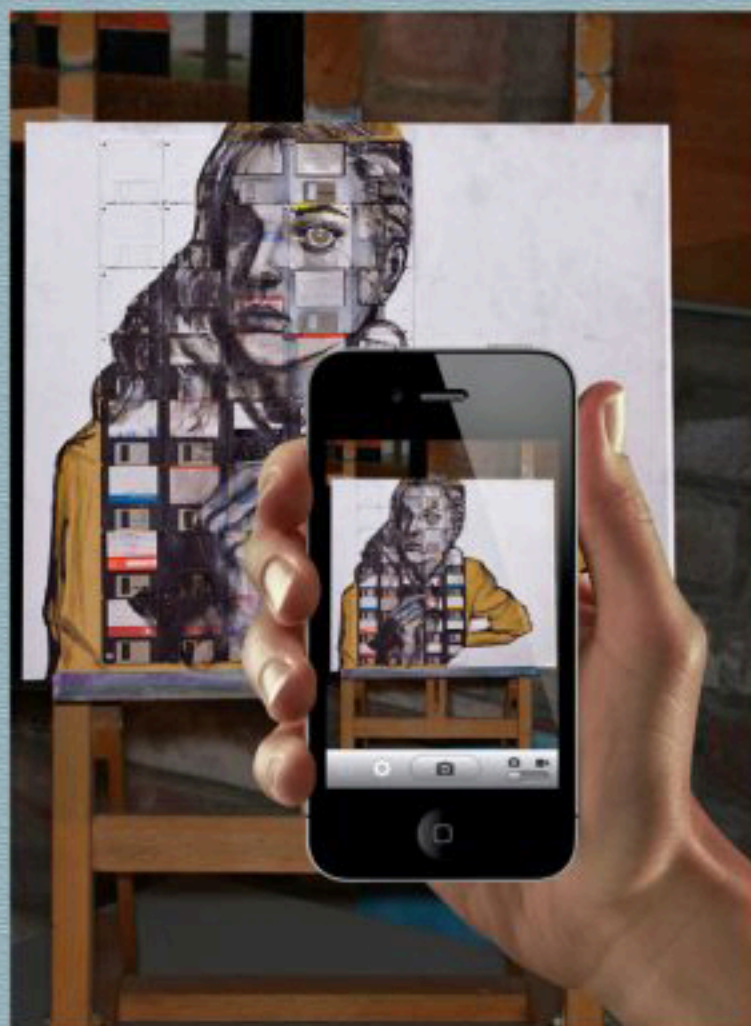


PAY BY ARTS

CREATIVE CAFE IS POSITIONED AS A SPACE FOR YOUNG ARTISTS, DESIGNERS AND ARCHITECTS. IT IS NECESSARY TO INVOLVE THE AUDIENCE IN A CREATIVE CAFE.



SOLUTION

We provide an opportunity for young people to express themselves. We create an application for the iPhone, where people can lay out their work. Experts estimate them, and give a discount on the menu. According to the assessment, a person gets a discount — from 10% to a free breakfast for a year. The work cases become to be a part of a continuously updated exposition, and can also to promote the cafe for creative people in a unique way. People perceive Creative Cafe as a space where you can pay with contemporary art, exhibit and sell their work.

RESULT

- The audience of the Creative Cafe is increased
- Buzz Effect of the potential audience