We unleash your organization’s potential by activating your people and space through creativity.

We are the only creative agency that integrates PEOPLE, PLACE, and PURPOSE.
Why limeSHIFT?

*The power of art in community*

- Instill creative confidence
- Align individual and organizational values
- Unearth collective potential
- Develop empathy, focus, and mindfulness
- Inspire employees with art
- Build beauty into your space
- Create a purpose-driven workforce

“The best of public art can *challenge, delight, educate* and *illuminate*. Most of all, public art creates a sense of civic vitality in the cities, towns, and communities we inhabit and visit,“

- Robert L. Lynch, president and CEO of Americans for the Arts
Are you a creative problem solver?

Does your workspace inspire you?

Is your team equipped for tomorrow?
Art Innovation Consulting

Our creative solutions merge people, place, and purpose

BE THE SHIFT

We SHIFT organizations to become more creative, productive, and connected.

- Workshops
- Artist Engagements for Events
- Speaking Engagements
- Corporate Artist Residencies

SEE THE SHIFT

We SHIFT your workplace to reflect your company culture

- Co-created Office Art
- Office Art Curation
- Employee Art Displays
- Spatial Assessment
Our Methodology

Be the SHIFT - See the SHIFT

Using leading research in community engagement and creativity, we mobilize social action and hone leadership skills. Influenced by the leadership philosophies of Otto Sharmer (TheoryU), our work touches on ideation, spheres of influence, co-creation of art, and evolution.
Detailed Offerings
Full product details on limeSHIFT.com
limeSHIFT Workshops

Overview

limeSHIFT’s workshops are designed to serve the workforce of the future. We use innovative art practices and creative facilitation to activate different parts of your brain.

Principles

‣ Address your goals through space transformation, cohesion, and empathy
‣ Use artists + facilitators as means of inspiration
‣ Focus on experiential, behavior-focused learning
‣ Build competency in leadership and inter-style collaboration

Shift to Lead

This immersive experience connects individuals to their space and community.

Outcomes

‣ Coordinate joint vision and action
‣ Invite purpose-driven belonging
‣ Unlock team synergy
‣ Increase presence and focus
‣ Build rapid design capacity

Collective Potential

This workshop focuses on inter-team dynamics, shared vision and pluralism in the workplace.

Outcomes

‣ Interstyle collaboration
‣ Synergistic productivity
‣ Communication, perception and listening
‣ Collective ideating
<table>
<thead>
<tr>
<th>limeSHIFT Workshops (cont.)</th>
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<td><em>Be the next to innovate, Be the SHIFT</em></td>
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### Diversity Training
limeSHIFT takes a unique approach to inspiring your workplace culture to be more appreciative of diversity. **Outcomes**
- Foster inclusivity
- Build empathy and communication with compassion
- Become aware of unconscious biases
- Build competency in creative conflict resolution

### Creative Workout
Is your creative output what it could be? We review impediments to creative flow – spatial, psychological and physical. **Outcomes**
- Uncover impediments to creativity - psychological, social and spatial
- Reduce creative performance anxiety
- Address specific creative challenges using prompts
- Strengthen team synergy

### Mind Relief
This workshop is designed to alleviate stress and restore a team that has recently undergone an intense or emotional period. **Outcomes**
- Alleviate stress
- Reinvigorate team confidence
- Inspire collective catharsis
- Restore clarity and focus
- Participate in a creative wellness experience

### Art Capital
Understand how art practices can be used to build resilience, respond to uncertainty and drive decisions in the midst of rapid change. **Outcomes**
- Interstyle collaboration
- Synergistic productivity
- Communication, perception and listening
- Collective ideating
Co-created office art
We SHIFT your workplace to reflect your company culture - See the SHIFT

Site Visit
Schedule a visit with limeSHIFT to assess your office space, meet your team, and determine engagement scope.

Ideation
Employees undergo limeSHIFT workshops designed for the organization. This serves as fuel to inspire the co-created artwork with the selected artist(s).

Artist Selection
Select limeSHIFT-curated, local artists depending on your values, budget and type of artwork possible (sculptures, murals, digital, etc.)

Implementation
Your artist(s) will submit the design concept for your review

Employees are invited to participate in the build process
SAMPLE CASE: RedFox Marketing
Marketing company looking for increased cross-team collaboration

Problem:
RedFox Marketing asked limeSHIFT to engage employees in a photography-based workshop to teach business leads to better understand image structure and placement for their campaigns and better communicate with the creative teams.

Process:
- Completed 2 photography workshops with city and nature walking tours
- Each employee was given a camera and taught how to frame shots and produce story through images by Boyz Bieber.

Outcome:
- The collaboration between the business and creative teams markedly improved
- Enhanced employee skill sets in imagination, perception, flexibility and storytelling
- The efficiency of producing campaigns rose increasing productivity
CASE STUDY: RedFox Marketing (cont.)

Marketing company looking for increased cross-team collaboration

RedFox Marketing appreciated the subtlety in how Boyz Bieber handles identity in his portraits. The company wanted Boyz Bieber to teach their employees to address clients and campaigns with the same nuance and attention to detail. The black-and-white images come from the Boyz Bieber-guided photography tours. Employees feel proud to showcase their work throughout the office.
SAMPLE CASE: Horizon Investments

*Investment firm sought more inclusive and impactful environment*

**Problem:**
Horizon Investments was looking to recruit more diverse candidates and wanted to showcase their office as an inclusive and welcoming environment.

**Process:**
- Completed 5 creative leadership development workshops focused on increasing empathy and understanding perspective and bias

**Outcome:**
- The final artwork represents office diversity and collective vision
- It acts as a conversation piece for employees to share with pride
- The engagement allowed for more honest and open dialogue creating a more inclusive culture
CASE STUDY: Horizon Investments (cont.)

Investment firm sought more inclusive and impactful environment

Ellen Rutt brought a fresh perspective to the Horizon Investments engagement. As a Detroit-based multidisciplinary artist trained as a graphic designer, Rutt's play on color and form lures viewers into a dynamic dimensional alteration of space. Horizon Investments was excited to support an up-and-coming artist and is proud to make an investment in Rutt’s future.
SAMPLE CASE: Stack Consulting

Building creative confidence with strategy consulting company

Problem:
Stack Consultant wanted more creative business solutions for their clients and realized employees lacked the skills and confidence to articulate creative ideas.

Process:
- Completed 15 creative leadership development workshops addressing how to structure ambiguity
- Integrated Janet Echelman’s weaving process into learning on trial-and-error

Outcome:
- Enhanced employee skill sets in imagination, perception, empathy and flexibility
- Provided the appropriate language and skills to express creative ideas
- New business, client retention and revenue per client rose
CASE STUDY: Stack Consulting (cont.)

Building creative confidence with strategy consulting company

Stack Consulting was drawn to the flowing beauty of Janet Echelman’s work and Spencer Finch’s scientific approach and poetic sensibility. Both artists are internationally renowned and their pairing provided Stack Consulting an opportunity to align themselves with global creative visionaries to inspire viewers.
CASE STUDY: Life is Good

“What they did was open up a curiosity in all of us that I think makes us better decision makers and better community members.”

- Colleen Clark, Director of Optimistic People at Life is Good
CASE STUDY: Life is Good

Background:
20-year old retail company based in Boston
Rebranded in 2015
Moved headquarters
70 employees in Boston office

Engagement Scope:
I. Strengthening Life is Good’s culture and values internally
II. Life is Good as Arthouse: optimizing creativity as a superpower
III. Co-creation of beautiful, community-inspired art in Life is Good’s new office space
IV. Providing language for external engagement

Pictured: Site before intervention
Case Study: Life is Good

Quantitative and qualitative research
Surveys, interviews, focus groups, and meeting observations

Concept Co-Creation Workshop
Length: 1 hour
Purpose: To create an intention for the art pieces by articulating Life is Good's values and brainstorming the physical manifestation of the art

Length: 1 hour
Purpose: To engage all employees as artists, build creative and open mindsets and assess the energy of the physical space

Engaged with >80% of Boston-based Employees

Phase 1: Cultural Strengthening

Phase 2: Ideation

Results from CEO Bert Jacobs

“Every company including Life is Good is challenged to get their teams to feel united and inspired all the time... Art like nothing else in the world can bring people together.”

"The process benefitted us and people were more productive than ever.”

“Cross departmental collaboration increased rapidly when we started working with [limeSHIFT].”
Phase 3: Implementation

#electricJOY

**Site:** stairwell connecting 8th and 9th floor to create cohesive sense of community between floors  
**Values communicated:** love, fun and authenticity  
**Materials:** digital prints on archival paper, adhesive paste, Optimistic Yellow acrylic paint

#helloSUNSHINE

**Site:** main lobby entrance to introduce company values immediately  
**Values communicated:** openness, compassion, creativity and courage  
**Materials:** magnetic paint, Optimistic Yellow acrylic paint, magnets, plywood, mirrors

“It’s a beautiful representation of the people at Life is Good and the reality and the authenticity of the moments they go through in any given day.”  
- Colleen Clark, Director of Optimistic People, Life is Good

“Hello, I see you. You matter. Your time matters. What you do here is valuable. Be inspired to be here and help make Life Good for the world.”  
- Life is Good Employee
TEAM

We pride ourselves in our diverse team of industry specialties. Each of us brings a unique perspective to the public and private art co-creative practice.

Elizabeth Thys
Co-founder/CEO
Liz is vested in organizations being more creative, adaptive and values driven.
MBA, MIT Sloan
liz@limeshift.com

Nabila Alibhai
Co-founder/Head of Product
A global citizen from Nairobi, Nabila uses practices in civic leadership, spatial design and public health to shift societies.
SPURS fellow, MIT DUSP
MPH, Yale University
nabila@limeshift.com

Yazmany Arboleda
Co-founder/Chief Creative Officer
Yazmany is a New York-based public artist who lectures internationally on the power of art in public space.
M.Arch., Catholic University
yazmany@limeshift.com

Tahir Carl Karmali
Artistic Director/Artist
Award winning practicing fine artist and photographer with a background in marketing and communication.
Masters of Digital Photography, SVA
tahir@limeshift.com

Aithan Shipira
Co-founder/Advisor
PhD in creative processes, two Masters’ in Art, and a decade of experience across three continents collecting varied cultural approaches to innovation.
aithan@limeshift.com

Jenny Larios Berlin
Co-founder/Advisor
Jenny has industry experience in education, finance, and transportation. In each sector she built skills in leadership (managing teams of 30+ people) and general management.
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MCP, MIT DUSP
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APPENDIX

FAQs
How we Began
Public Artwork
FAQs

How much does each engagement cost?
We offer a 50-50% split with our artists. Therefore, the cost of each engagement depends on the artist fee as well as the number of employees included in the process and any other creative collateral produced. Our projects typically range from $10,000 - $100,000.

How long do engagements last?
We customize the engagement depending on your needs. Our typical engagements last 1 month: 2 weeks of information and inspiration gathering and 2 weeks of concept finalization and creation.

How time consuming is an engagement for my employees?
For artistic input, we use site assessments, employee surveys, interviews and/or workshops. All activities are voluntarily for employees and we can adjust the activities depending on your needs.

Is this a distraction for my employees?
No! Offering creative leadership training demonstrates an investment in your employees’ development. The amount of support and training employers provide directly ties to employee loyalty.

- “A direct participation and involvement in an arts experience encourages learning through a trial-and-error process, which represents powerful experiential mechanisms to develop skills as well as to engage people in conversation and team working…[It] require(s) intuitive thinking, emotional arousal, aesthetic understanding, social intelligence and more generally creative capabilities, such as imagination, improvisation, perception, empathy and flexibility.”

Furthermore, participating in art reduces stress.
FAQs (cont.)

**Will my employees be interested in this?**
Yes! You’d be surprised how much employees enjoy the opportunity to share hidden talents, try new things or connect in different ways.

**What if I don’t like the final product?**
We utilize a collaborative and iterative co-creative process. You choose the artist, are intimately involved in the creation process, and review the final concept.

**What type of art is it?**
Whatever you decide best embodies and communicates your firm’s essence and personality.

**How can I be assured that the final art product will not be a messy “group think” piece?**
It is the artist’s responsibility to produce a cohesive design. We will assist the artist in incorporating your employee’s inputs, but the artist holds the responsibility for artistic vision.

**How are you different from an art consultant?**
limeSHIFT matches an artist to your company to make customized work based on your culture and values. Art consultants advise on buying finished works for your office.

**Are you a non-profit?**
No, the purpose of starting limeSHIFT was to provide artists with an additional line of income outside of grant funding. We believe strongly in proving the value proposition of an arts engagement to the private sector.

**Where does the name limeSHIFT come from?**
The name limeSHIFT is based on Redshift, a physics concept explaining how light increases in wavelength and thus shifting along the visibility spectrum. We were drawn to the idea of shifting from invisible to visible as that motivates our art practice. We preferred the color lime to red as we also like the idea of shifting the limelight addressing the question of who gets to make art and who is considered an artist.
Yazmany Arboleda, an artist in public space, launched the “Monday Morning” project in India and then Japan and Kenya. This public art piece inspires unique moments with color through 10,000 biodegradable balloons. During the installation in Kenya, Al Shabaab bombings almost derailed the project, but the volunteers persisted. The successful outcome inspired Yazmany to pursue another conflict zone for his next site.

Yazmany connected to Nabila Alibhai, a conflict resolution specialist working for the Aga Khan Development Network in Kabul, Afghanistan. Nabila, who holds an MPH from Yale University, was thinking about how beauty in public space can influence community healing. Yazmany’s “Monday Morning” was a perfect complement to her work in Kabul and the installation took effect in the spring of 2013.

In the fall of 2013, Nabila entered MIT as a SPURS fellow in the Department of Urban Studies & Planning. There, she and Yazmany connected with the Sloan School of Management to create an independent study in the spring of 2015. The purpose of the study was to develop a financially sustainable model for using social practice art to influence social change. Liz was part of the study and thus, began limeSHIFT.
Customer Engagement: Lincoln Park Patchwork Mural

#LPPMus in Chicago with LEED Platinum real estate developer Broder
Customer Engagement: Lincoln Park Patchwork Mural (cont.)

#LPPMus in Chicago with LEED Platinum real estate developer Broder

**Artists:** Ellen Rutt and Patrick Ethen

**Concept:** To engage the Lincoln Park neighborhood in a community-driven artwork. To participate people sent images of patterns and pictures of what inspire them using the hashtag #LPPMus. Project link: [LPPM.us](#)

**Outcomes:**
- Created buzz in the neighborhood around the construction
- 7 community partners engaged including Lincoln Park Public Library, DePaul Art Museum, and Lincoln Park Community Shelter
- Workshops, interviews and community submissions to highlight Lincoln Park neighborhood voices through the mural
- Community engagement to continue with finished mural: lectures, site visits, workshops, etc.