



Ateliers Arts & Sens

Management encouraging relationship, well-being and innovation



Sensi is designed for managers

Sensi offers a series of workshops (ateliers) that awaken the senses
and stimulate the capacity to innovate,
through the practice and experience of the applied arts



The Sensi Workshops



Creating bonds, relationship and communication.
Business matters flourish when people are able to work effectively in a group while retaining their uniqueness.

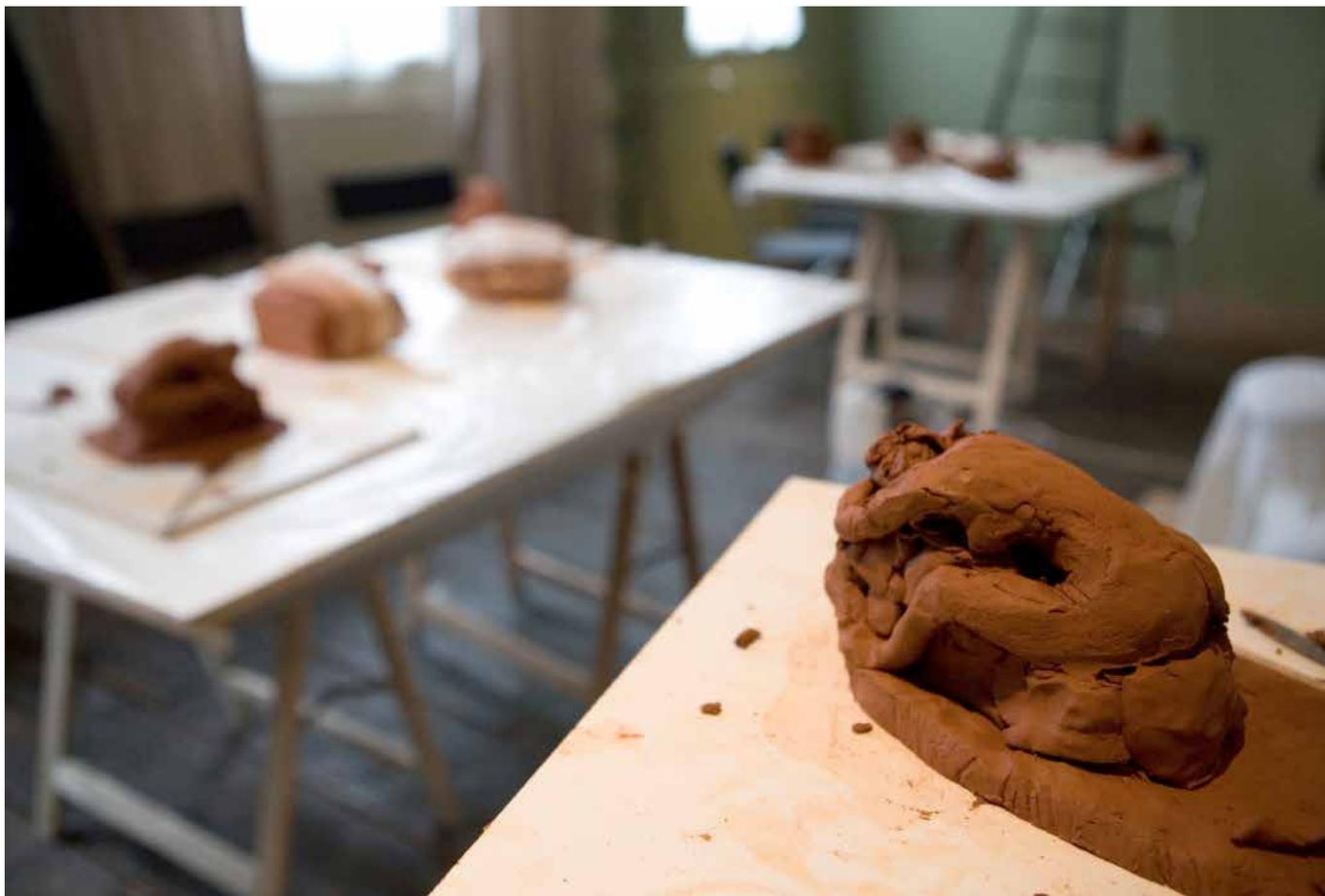


Encouraging well-being, trust and performance.
The performance of a company is directly related to employees' performance.

Stimulating innovation by introducing managers
to a unique creative process.

Innovation, a strategic factor for every company, is dependent upon individual creativity and the capacity to find original solutions.





L'Oréal-Kérastase

“Volume and tridimensional creations
from sculpting to cooking”

During this Sensi atelier, you are a sculptor and a chef.
You live a creative experience and awaken your senses.
Guided by Dometti, you create a clay sculpture
from a live model. Then Alba Pezone leads you in making
an exquisite home made Italian recipe that you cook,
taste and share together with the team.





Renault

“Theater and Body Expression”

During this Sensi atelier, you are an actor, you live the experience of a performer, from beginning to end, by preparing scenes and acting in front of an audience ! After the warm up session, supervised by Régis Vivot, you go through exercises and theatre performances, burlesque or moving, but always enjoyable and unexpected.





Saint Gobain

“Napolitan Christmas,
from painting to cooking”

During this Sensi atelier, you are a painter and a great cook in Paris. You live a creative experience and awaken your senses. Guided by the expert advice of Mariano Angelotti, you create paintings, then Alba Pezone leads you in the preparation of exquisite home made recipes that you taste and share together.





Sensi[®]
Ateliers Arts & Sens

Carita
“A Doll for Me”

During this Sensi atelier, you are a fashion designer and you conceive and create the apparel for your favourite doll. Guided by the professional advice of Japanese stylist Hijiri Shimamoto, you discover the endless possibilities in textiles and materials available for your creation.

You present your doll and its apparel, along with the ideas you wish it to convey.
Elegant, refined...the style is in the doll!





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Givaudan “Parfums de Cocktail”

During this Sensi atelier, you are a master bartender who conceives and creates the ultimate cocktail. Guided by the expert advice of Joseph Biolatto, you employ the most refined of ingredients : from cutting fresh fruit to exploring new flavors and textures, the utmost care has gone into the preparation, allowing your creation to take form.





For whom ? Managers, directors and board members.

When ? In the context of a seminar for reflection to stimulate the imagination and creativity • Within a group project to help members in getting to know one another and work better as a unit • Within management training to stimulate openness to innovation • For an existing team, to strengthen connections and add cohesion • To revive client networks, suppliers, etc.

With whom ? With artists and creative professionals.

The artistic crafts are professions of passion and desire, where the process of creation is at the heart of the work. Perfection in the work, quality in the result, detail and the taste for excellence are fundamental characteristics.

Why ? Stimulation of emotion and pleasure is a driving force for creativity. One must relearn to trust the senses and the signals they send to us. Through the awakening of our senses, our intuition is stimulated and our imagination takes shape. The senses and intuition can be actively developed and applied to optimise performance.

How ? A program awakening the senses through the practice of art led by professional artists and craftspeople is studied in a personalized, custom format. Sculpture, painting, theatre, the art of creating scent, the art of fine cuisine, the tea ritual...and many more, are as much meetings as they are experiences, proposed by the Atelier Sensi. Each workshop addresses several of the human senses.

Which senses ? Olfactory : Scent, wine, tea, spices... • Taste : Fine cuisine, pastry... • Touch : Sculpture, ceramics, massage, dance, textiles... • Sight : Painting, photography, landscapes, ikebana... • Hearing : Music, song, poetry, theatre...





"Innovation comes into being through individual creativity. It is necessary to create the conditions which allow one to experiment with untapped capacities, aptitudes for giving sense to a common goal or project, to share in the adventure"

Barbara Albasio, president

Barbara Albasio is Italian, she speaks five languages. She has lived and worked in several countries.

She studied International Relations and graduated from Sciences Po Paris (IEP).

After getting her MBA in the USA, Barbara Albasio started her career in international marketing in companies like Johnson & Johnson and L'Oréal.

She then moved into business management and branding strategy at the heart of the Renault Group, where her role covered various functions including internal communication and event planning. In parallel, she continued her pursuit of the arts, in sculpture, fresco painting, theatre and music. She enjoyed the benefits of these creative activities : self-awareness and serenity to confront the stress that management can bring.

Based on this knowledge, she continually integrated an artistic dimension to her responsibilities as well as her daily life : Sensi, Ateliers Art & Sens was born. With three clearly defined objectives, Sensi is a program awakening the senses and stimulating creativity designed for business managers to develop relationship, well-being and innovation, between managers and inside the companies they represent.



They enjoyed it

*Alstom, Axa, Castorama, Carita, Colgate, Coty, EDF, Givaudan, Janssen, Kérastase,
Kingfisher, La Poste, Orange, L'Oréal, LVMH, La Monnaie de Paris, Renault,
RFF, Saint-Gobain, Spie batignolles, Total, VWR International...*