

# CURRICULUM VITAE

# PAULA RUSOKALLIO

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*"I want to help people to immerse themselves  
in the invaluable subliminal processes of observing and creating,  
which enable us to see a person's story and creativity in a completely new way."*

## WORK EXPERIENCE

Entrepreneur, Art Immersion Factory Ltd and Creatimagia

*The mission of the Art Immersion Factory is to unravel the mythical identity of art and to emphasize the significance of immaterial value through Fine Arts and innovative methods. The Art Immersion Factory Ltd (Taidesukellustehdas Oy, Konststyknings Fabrik Ab) was founded in 2018. The Art Immersion Factory continues the development and implementation of the Art Immersion® concept in different fields, as started by Creatimagia (2011).*

Teacher, Fine Arts, Espoo School of Art, school year 2010 - 2011

Teacher, Fine Arts, City of Helsinki, 5.8. 2003 - 31.12. 2003

## EDUCATION

Artist, Fine Arts, Karelia University of Applied Sciences, 2002

Milliner, Turku Vocational Institute, 1996

Graduate, Joutsenon lukio - senior secondary school

## LANGUAGE

Finnish, mother tongue

English, excellent

French, professional vocabulary

Swedish, basics

## CORE STRENGTHS

Developer of the Art Immersion® method, artist Paula Julia Rusokallio specialises in bringing apart the myth of art. During her career she has developed various innovative tools for easy access artistic activity. Her work ingeniously combines individual empowerment with a sense of community.



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## BUSINESS ACTIVITY

### ART IMMERSION FACTORY

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The Art Immersion Factory Ltd (Taidesukellustehdas Oy, Konsttyknings Fabrik Ab) was founded in 2018 and continues the development and application of the Art Immersion® concept started by Creatimagia (2011).

The basis of the business and its activity is the development and implementation of the Art Immersion® concept, as well as development and commercialisation of the patented innovative painting canvas for the international market.

The main activities of the Art Immersion Factory include organising Art Immersion® workshops, developing innovative art methods and tools as well as implementing the Art Immersion® concept as a creative working model in various fields.

The Art Immersion Factory arranges art workshops to all: organisations, communities and individuals. In addition, we partake in several innovative projects. (see "Projects").

### CREATIMAGIA

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Creatimagia was founded in 2011. Its central mission has been breaking apart the myth of art and creating a sense of dialogue, togetherness, understanding and interaction through the use of artistic methods.

Up to the year 2018 the main activities of Creatimagia have consisted of organising Art Immersion® workshops, developing innovative art methods and tools as well as implementing the Art Immersion® concept as a creative working model in various fields.

Since the founding of the Art Immersion Factory, Creatimagia focuses on the personal creative activity, such as exhibitions, of artist Paula Julia Rusokallio.

### REGISTERED AND PENDING PATENTS

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Innovative painting canvas	Patent Finland	Registered 8/2018
Art Immersion- trademark	Class 41	Registered 10/2016
Creops- trademark	Class 41	Registered 2/2016
Renee Arteeni- trademark	Class 14, 16, 25	Registered 12/2011
Innovative painting canvas	EU patent	Pending, submitted 22.8. 2018

*PARTNERSHIPS AND PROJECTS*

**PROJECTS**

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**Applications of technology and art**

The Metropolia University of Applied Sciences provides technological expertise as well as research-, development- and innovation know-how for Art Immersion Factory projects. Collaboration includes work on a digital, global collage.

**Material utilization development project**

The Telaketju (Crawler Track) project (VTT Technical Research Centre of Finland Ltd, Turku University of Applied Sciences) aims at furthering the utilisation of textile waste in Finland. In collaboration with The Art Immersion Factory, a painting canvas made of recycled textiles is developed.

**The Sol i minnet (Sunshine in your memory) project**

brings contents of experientiality in an innovative way to those with severe memory impairments. The Art Immersion method is at the core of this research project, which focuses on observing individual emotions and enables the acquisition of fine motor skills.

**Circus Applied Art project**

Sirkus Keikaus utilizes the Art Immersion method in the clownery process, whereby a person's inner clown is sought after.

**FURTHER SUPPORT RECEIVED**

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**EU patent process**

Business Finland's INTO project (Developing innovative thinking) has been using Art Immersion as one of its tools for creative development. The innovative painting canvas has also been awarded Business Finland's Innovation Bill in order to initiate an EC patent.

**Business activity development**

ELY-keskus (Finnish Centre for Economic Development, Transport and the Environment) is involved in the growth, development and internationalisation of the Art Immersion Factory's business activity.

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## PERSONAL ARTISTIC WORK

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### EXHIBITIONS

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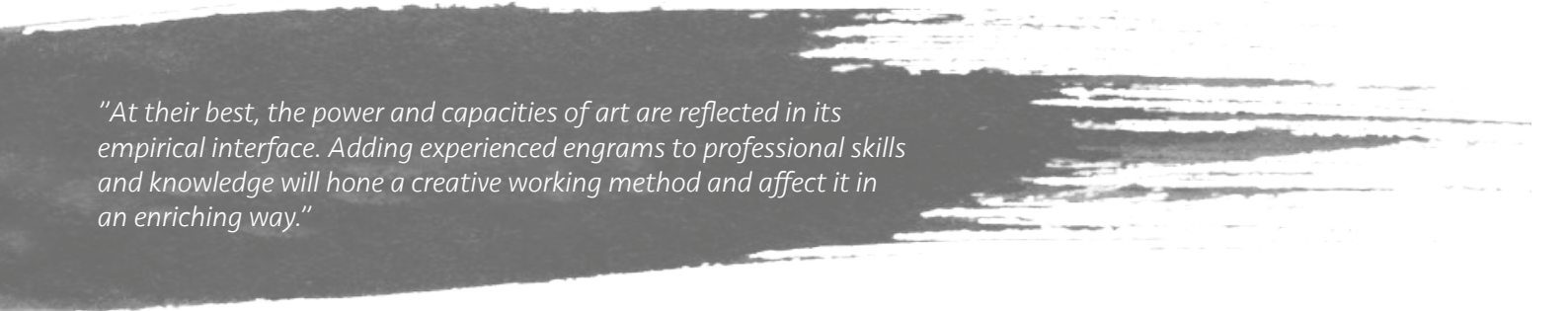
Finland's largest community- based work of art Sydänsyli, Kattila Hall, Helsinki 2017.  
4 elements - Microsoft Windows phone 7 application. In collaboration with Aalto University, 2011.  
HMT 1974 - Consilium Spiro. Helsinki main Library, 6/2011.  
Art Into Your Phone. Helsinki Design Week. Nokia Stores. In collaboration with Aalto University, 2010.  
I love my Job, short film. Actress. Premier Kiasma, Helsinki, 2010.  
HullunMyllynTie 1974 - Navetta Galleria, Luopioinen, 9/2010.  
Loisto, Atelier Bar Tornii, Helsinki, 6-7/2008.  
Minuuden Murros 2, Galleria Sininen Valas, Helsinki, 1/2008.  
Ulapalla Tähti Avaruuden, Joutseno library, 2007.  
Minuuden Murros, Galleria Kääntöpoiju, Lappeenranta Linnoitus, 4-5/2004.  
Pahan Pauloissa - Minuuden Murros, Savoy Theatre, Helsinki, 2/2004.  
Pahan Pauloissa, Joensuu, 2002.  
Serafin kuolema, Carelicum, Joensuu, 2001.  
Unlimited 2001, collaborative exhibition tour, Lieksa, Nurmes and Kitee, 2001.

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### FURTHER CREATIVE WORK

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Speaker on the subject of "Dream and innovation", seminar organised by Aalto University innovation services and Ornamo Art and Design Finland.  
4 elements - Microsoft mobile application. In collaboration with Aalto University, Håkan Mitts, 2011.  
Art Into Your Phone application. In collaboration with Aalto University, Håkan Mitts, 2010.  
I love my Job, short film. Actress. Premier Kiasma, Helsinki, 2010.  
Minuuden Murros - art and poetry book. Pilot Kustannus Oy, 2008.



*"At their best, the power and capacities of art are reflected in its empirical interface. Adding experienced engrams to professional skills and knowledge will hone a creative working method and affect it in an enriching way."*