

**it is often the means of  
solving a problem that  
makes the problem  
seem insoluble...**

**brewster ghiselin**

**when problems are as  
complex as they  
currently are...we  
need different types of  
thinking**

**katy cook**

# The Digital Residency

ARTISTIC  
TRANSFORMATIONS FOR  
TEAMS

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# SOLVING PROBLEMS ARTISTICALLY IN LEITRIM

## THE VISION

One of the impacts of society's digital transformation is that it requires all firms to be creative organisations, driven by a need for continuous innovation.

Though the language of the creative process has been incorporated into business processes (User Experience, Design Thinking, etc.), the approach to creativity most firms take is essentially an engineering approach. It attempts to rationalise what is fundamentally irrational - creativity.

Rationality is necessary, but not sufficient because it misses **the real power of creativity** and the value that emerges in the interplay between culture, the built environment, heritage, physical spaces, and social exchange.

If we can't step outside the rational approach, then genuine innovation - the kind that discovers the underlying unity in seemingly contradictory concepts and phenomena, the kind that produces the paradigm changing innovations - will remain elusive.

Teams need to think collectively like artists, and to do that they need artists in their midst, not as adjuncts, but as integral team members; and they need a more expansive environment where physical activity, an intimate society and symbolic expression can blend into business and technological innovation.

## THE BENEFIT

We will give you better teams, better culture, better processes and better products.

If the rational approach is always dominant then your solutions and your creativity will always be predictable, your productivity will be below your potential, staff retention an ongoing challenge, and your culture deadening.

When you balance the way your teams think by engaging the irrational and the genuinely creative and artistic processes, then your teams will change their way of thinking, and remove the subtle barriers created by their familiar surroundings, habits and pressures.

They will discover unexpected inspirations, accelerated problem solving, stronger team relationships, **new ways of imagining problems and their solutions**, new methods and approaches.

## THE CONCEPT

We create an **immersive experience for your teams**, in a place where history, technology and the arts are already intertwined. We will embed your team into the life, amenities and stunning landscapes, integrating them with creative arts practitioners and their own process. In this experiential, irrational and creative environment your teams, managers and executives can discover new insights, find solutions, and realise remarkable possibilities.

Nestled in the glens, rivers, lakes, boggy uplands and neolithic heritage of North Leitrim, Manorhamilton has a vibrant local community and abundant opportunities for outdoor and indoor pursuits. It has the Leitrim Sculpture Centre and the Glens Centre, both magnets for artists all over the country and internationally. We have the latest technology - high-speed broadband, conferencing, co-working space, and high-spec accommodation, award winning restaurants, coffee shops, traditional pubs, right beside the Wild Atlantic Way, and less than 3 hours from Dublin.