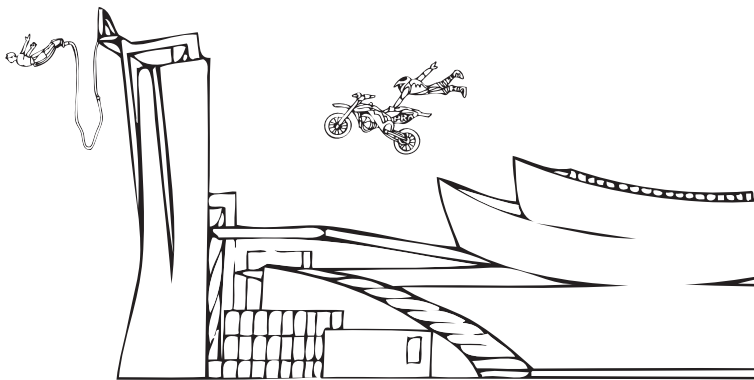




THE CHILL CONCEPT

wellness | innovation | contemporary culture



"Museums are safe places for unsure ideas"

–Stephen E. Weil





× Pop - Up Museum ×

The Chill Concept is a pop-up museum featuring a collection of curated projects and creative spaces which builds a community.

Popping Up How?

Popping up since 2013, The Chill Concept will exist for a limited number of months, which could be 12, 24, or more. We don't know.

At this point if you missed it- such as Woodstock or Basel or any moment in history- you will be out of luck. It will be over, done, gone.

EVERYTHING CONTEMPORARY IS TEMPORARY

EC = T

The image features the text "EC = T" in a stylized, hand-drawn font. The letters are white and set against a solid black background. Each letter is filled with a pattern of diagonal hatching lines, giving them a three-dimensional, rope-like appearance. The 'E' has a vertical stem and three horizontal bars. The 'C' is a simple, rounded curve. The equals sign consists of two horizontal bars. The 'T' has a vertical stem and a horizontal top bar. The overall style is reminiscent of a hand-drawn technical or artistic sketch.

V.I.P COLLECTION

- V-ery
- I-mportant
- P-roject

Our projects and **Creative Spaces** are used as platforms for community interaction and engagement. Where community is:

COMMUNITY = 2 OR MORE INDIVIDUALS WITH SOMETHING IN COMMON TO COMMUNICATE

C = a+b >2

Purpose

Community engagement education

Well-being, social activism, sexuality, woman empowerment, identity and immigration

Engagement with passion, intelligence and purpose
How to lead a more engaged community?

With collaboration and creative thinking

Leaders in philanthropy social change NEVER STOP EVOLVING

Managing change, one day at a time.

Leaders trying to transform communities culture can learn from unexpected sources.

Community without hierarchy is a catalyst for chance

Changes in practices may represent breakthroughs

The gold is process, evolution no perfection

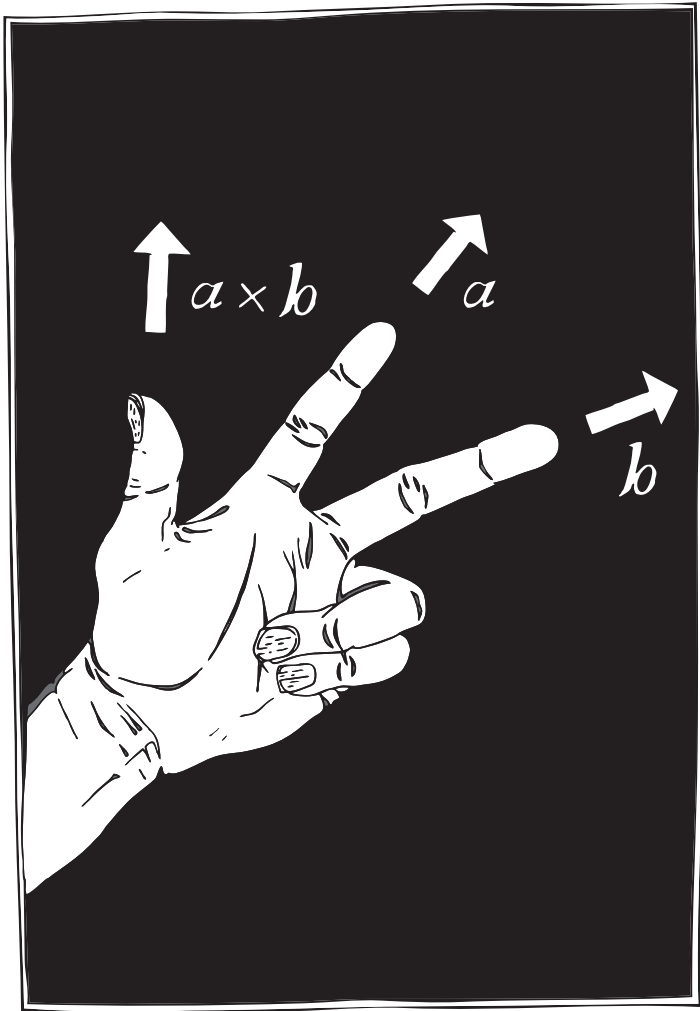
Nothing happens without a readiness to change

Innovation in the age of experience

“Innovation requires a community”

“No one can do things alone”

- Alex Sarnoff





× *Mission & Vision* ×

The Chill Concept's **mission** is to lead as the most inclusive and collaborative pop-up museum to transform communities through wellness, innovation and contemporary culture.

The Chill Concept's **vision** is to transform communities and to build citizenship through projects and creative spaces.





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La Casita

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A modern white house located in Wynwood, called “La Casita” (Spanish for “the little house”) is the home, the base, of the concept and is a fluid venue for this museum that can go from being a gallery, to a stage, to an organic garden, to a yoga space.

Since 2013, the backbone of The Chill Concept is a 7,500-square-foot space owned by Andreina “Nina” Fuentes – artist a.k.a. “La Dotti.”

The appeal of this 1940’s building is an extensive agenda filled with exhibitions, residencies, work-

shops, lectures, conferences, events, projects and creative spaces.

La Casita has a natural backyard amphitheater which is a stage for those willing to share and experience international music, video films, reading, inspirational lectures, relaxation exercises, meditations, astrological therapy, life coaching, dance sessions and more.

**THIS IS WHERE WE COME
TOGETHER AND CHILL.**

**MI CASITA ES TU CASITA.
WELCOME!**



THE CHILL CONCEPT



× *Very Important Project* ×

The Chill Concept has a curated collection of projects and for us VIP means **VERY IMPORTANT PROJECT**.

The collection could be endless, a cyber platform to promote and execute as many projects we would like to develop without the issue of space, storage, maintenance, conservation and/or transportation.

With a collection of projects we can group together different projects under a common theme, or just collect our favorites.

TESTING IDEAS

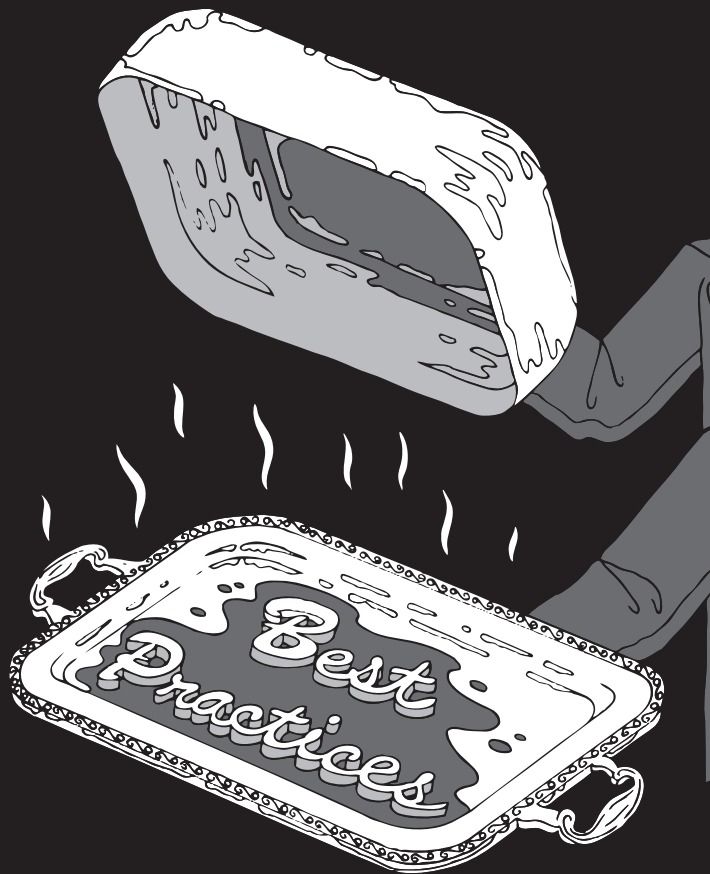
Your IDEAS seem great on paper = project





× *Creative Spaces* ×

In today's ever-changing, challenging and often fast paced economy, creators and entrepreneurs alike are constantly looking for new venues to promote productivity and forward thinking. Our creative spaces are an excellent example of how the museum environment is evolving along with the community and creators. We offer creative spaces with flexible programs and the overall feeling of productive collaboration as platforms for the community through interactive engagement.



NMF - New Media Festival & What's Up Lounge

Our permanent collaborative multimedia platform to register life stream performances and video projects using google+, Skype, Whatsapp, Blackberry messenger, blogs, web pages, Facebook and YouTube.

Happy Chill, Workshop Series & Wellness platform

Receive your dose of happiness via social spa-ing, private consultations, massages, healings and indulge for a maximum chill concept effect.

Transform body and mind with yoga, mediation, and Reiki healings to enhance creative development and/or really chill out... **Journey Dance** is anytime!

La Kantina

This is where we nourish our bodies and indulge cravings, satisfy our thirst . . . guilt does not live here, it's our culinary and gastronomic platform.

Bookcrossing

The practice of leaving a book at The Chill Concept to be picked up by someone who will read it and then will do the same for others to continue the cycle. We invite you to bring the books you want to share with the Bookcrossing community. Each member can borrow as many books as they bring. \$5 per exchange.

Black Diamond

The Black Diamond is The Chill Concept research and documentation platform. Is the place where

we polish ideas and dreams sparkle. Feel free to discover, explore, and research our extensive collection.

Our Library provides access to a variety of topics including a significant number of contemporary art and design books, exhibition catalogues, magazines and journals. The collection holds an audiovisual archive with videos including artist who have participated in the New Media Festival of Miami since 2006.

Chillax Sessions and Exhibition Program

A Chillax Session is curatorial hub that brings creators practitioners together with organizations that are searching for new ways of connecting with people. We originate art programs, manage projects, and

disseminate publications that open up pathways of discovery through art.

La Dotti 13 & Friends

A very special studio where you can stay, create and develop your artistic self. Participatory performance platform.

La Tiendita

Practice retail therapy and we'll throw in the good karma. La tiendita brings together products from local and international creators for a unique buying experience.

Our brand specializes in eccentric finds, unusual inventions, designer wardrobe, special editions, hand-crafted teas, press juices, oils, spices, honey and much more.



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Residence

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The Chill Concept opened its international residency program for contemporary art practices in October 2013 with the purpose of creating a meeting space in Miami and providing exchange opportunities between creators and curators.

The residency provides housing and spaces for workshops and exhibitions for a period of two to three

weeks in the City of Miami, Florida. We promote encounters, dialogues and the exchange of knowledge between creators. Where projects around the globe come together to stimulate reflection and practical learning.

Our residencies are by invitation only and is our global networking platform.



**by
invitation
only**



× *Contemporary Practices* ×

The Chill Concept (TCC) is a contemporary art practice that creates a positive human connection with the state of art based on a moment-to-moment experience with happiness. We combine wellness with contemporary culture and innovation to provide an inclusive, collaborative space in the City of Miami.

The key to your experience at The Chill Concept



WELLNESS + INNOVATION + CONTEMPORARY PRACTICES = = HAPPINESS

Every TTC member provides a unique ambience and experience for our community . As Stephen Weil said in his book (Making Museums Matter, 2002) a good museum makes “a positive difference in the quality of people’s lives”.

We have grouped The Chill Concept into three categories: Wellness, innovation and contemporary practices.

•**Wellness:** reliable with an unpredictable kind of style, relaxation, healing and attention.

•**Innovation:** Rare grandeur where best spoke services meet recycle and technology application.

•**Contemporary Art Practices:** Alternative, experimental or simple offbeat.





× *The Wellness Factor* ×

At The Chill Concept besides supporting creativity, there is a strong focus on wellness with ongoing free open air yoga classes twice a week in the quaint little garden graced by round yoga mats and other services offered such as Reiki, dream interpretation, life coaching and astrology charts. With all the advances taking place in services, contemporary practices, innovation and wellness experience, it is important that we consider the impact that they have in the world around us. By taking a proactive position towards community driven initiatives we ensure happiness and well-being of our members. Yes, we know that Live Happy Be Well sounds like coming straight from Utopia or from some

wonderful hippies living off the grid somewhere in the mountains of Colorado. But no, here at the Chill Concept we are all urbanites living a big city life with our ambitions, our every day struggles, desires and aspirations. And yes we want to have it all so why not? let's Live Happy by Being Well here in the middle of stressful Miami. Indeed it is here where we need more tools to keep us grounded, full of energy and in touch with our body, mind and soul. We envision a city where we all are in touch with our inner creative juices, shining our light so that we can paint Miami with our true an unique colors. What better place than Wynwood? we couldn't think of another to call it home.





× Environmental Awareness ×

Who doesn't like being green?

Much more than recycling, we propose an active method which brings spiritual fulfillment and a steady practice of being present to our world.

RENEWABLE, RECYCLABLE and SUSTAINABLE

Being environmentally conscious is asking to be a good citizen.

To be environmentally proactive is to be a super citizen. It's not a universal behavior, to be sure but at TCC we celebrate and embrace whenever our members come across it.

The Chill Concept uses green building materials, spends more in local goods and sources, we even grow organic food, and by doing this we are telling our members that we care about the global community...





× *Chill & Relax With Us* ×

A place where everything could be possible for you, when are you going to manifest it?

Chillax... enjoy the moment

For us at TCC, the goal is not only to create a transitory, yet culturally rooted experience but also to make sure authentic pleasure seekers who

come here can sink their teeth into contemporary practices with some indulgence, where hammocks gently swing members into a cloud with the TCC Chill music play-list.

Become a friend \$50

BECOME A MEMBER

Annual Membership \$500







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The Values

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Welcome to our list of values

We've created our values...

THE CHILL CONCEPT way of life.

Attitude

Smile, Smile and smile. Relax and bond with yourself.

Believe

(energy, "God", karma, the greater good) Believe that there is something beyond the self that is more permanent and powerful than the individual.

Challenge

Compete with yourself. Challenge existing alternatives.

Coaching

Bringing all the insight you need to work on your latest project making it a rewarding experience. Apply creativity and experience to keep you motivated and successfully manifest your dreams into reality.

Courage

(integrity, confidence, sensitivity)
Courage is an act of faith to execute your dreams. Make controversial decisions with no fear...

Discipline

(focus, self control, clarity, simplicity, motivation, determination) The ability to limit distraction, set a target and then go for it with determination and rationality.

Energy

Life is energy, and our job at THE CHILL CONCEPT is to convert our energy and time into a phenomenal experience. We strive to be energetic, efficient, fast, present and up beat.

Enthusiasm

You can do it! Smile, smile and Smile. Relax and bond with yourself.

Fairness

(equity) Justice is served when individuals perceive that they are fairly treated. Great leaders value and embrace fair advice and guidance.

Love

(connection, kindness, warmth, ability to listen) Love yourself, be kind to others.

Openness

Be open to change and embrace it. Open to being aware of our actions and our environment.

Quality

Only the best of the best.

Wisdom

(openness, "beginners mind", teacher, student, knowledge, experience) The ability to take information and knowledge, blend it with life experience, and turn it into wisdom. Intuition is improved by combining wisdom and discipline.



× *The Chill Concept Lessons* ×

ARS EST CELARE ARTEM... The Art lies in concealing the art of moment-to-moment happiness.

Here at TCC, we lead from the forefront, we keep it simple and sweet (KISS). Making our members feel happy and healthy is our bottom line. We expect you to be smiling and create your own adventure.

We always welcome good projects. We don't imitate, we innovate. No jacket is required. Our brand travels and is infinitely flexible. We love, and cherish The CHILL CONCEPT. We believe rules are for breaking

and a pinch of irreverence adds flavor to do right by our brand.

Challenging as it is, it's equally rewarding and fulfilling to see our guests with joy expressing their heartfelt gratitude.

We hope that this experience will inspire you to discover new ways towards inclusivity in the museum evolution.

What we do is an expression of our values, the high ideals and essence of **THE CHILL CONCEPT** experience and we **THANK YOU!!!!**

ARS

EST

CELARE

ARTEM



× *Dreamweavers* ×

Backing all the many layers of wonderful creative, mind-body things going on at The Chill Concept is our dream team of creative souls called DREAMWEAVERS helping our members achieve transcendence.

Great leaders never stop evolving!

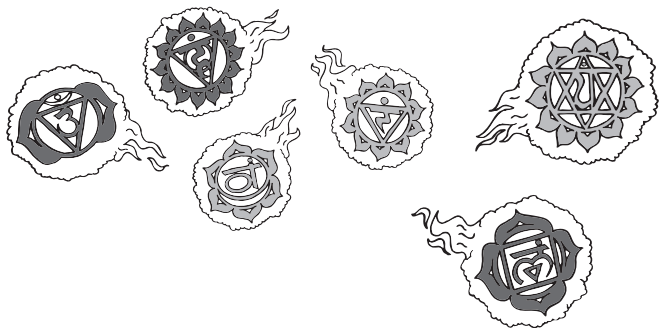


Nina Fuentes – Creative Creator

Known for offbeat ideas, will make certain that the legacy of the contemporary art practices on both Creative Spaces and Chillax Sessions be duly celebrated. Indeed, ingenious happenings both planned and spontaneous are the vital lifeblood at TCC.

Gerardo Zavarce- Cure-Aid-Tor

Participating in a rigorous schedule of workshops, discussions, critiques, and individual coaching sessions in Wynwood and abroad, as well as visits to local institutions and conversation engagement with artists, our Cure-Aid-Tor develops ideas into full proposals. He manages logistical issues such as commissioning, producing and installing projects in public spaces, and handling concepts that range from site-specificity to social and political engagements.

**Mauisa Parada- Arts Network Agent**

An art connector that goes beyond the contemporary art practices to integrate all project creators with our Creative Spaces. Is our ambassador in Miami, in Wynwood and all around the world.

Adriana Barrios – CAO

Our Chief Astrological Officer (CAO) is a prominent feature in our premium service. Going far beyond what most zodiac astrologers ever dreamed possible is able to translate in-depth interpretations to readings into accessible human terms, offering projects for life, love and work.

Ana Marina Carrano - I Am Venezuela Executive Manager

Former JSK Knight Fellow at Stanford University, Ana Maria is a strategic thinker who is investigating Venezuelan cultural heritage: Museums, sculptures, paintings and more. She also works on The Chill Concept's communication plans.

Morella Nunez – Producer

A hands-on event planner, Morella is always ready to jump with parachute onto any emergency.

Zinnia Martinez - The Storyteller

Our Storyteller conveys our events at TCC into words, images and sounds. Often times driven by improvisation, sometimes.

Margarita Castro - Designer & Print Shop

To this day "Tita" has designed all of TCC branding (logo, letterheads, business cards, books, calendars, postcards, etc.). She creates and prints all the visual items that support and advertise our projects.

Muu Blanco - Dr Muusica Creative Producer

The master of the TCC's epicenter with a network of top Dj's and performing artists gathering together in impromptu jams and chillax sessions.

Akim Graff - Clouds Builder

All the dreamers need a cloud to fly to Dreamerland... Akim likes to help connecting professional dreamers with Dreamerland, custom-making the cloud specially for you.

David Montiel - MasterZen

Coordinating the Live Happy Be Well (Wellness) Program at The Chill. As a therapist is working healing sessions with BodyTalk System, Touch for Health Kinesiology and The Emotion Code. As a Zen Monk in Soto Zen lineage, lead Zen Meditation. Teaching Chi Kung, is a Wellness Coach and a Ontological Coach.

Adriana Meneses - I Am Venezuela - Director

What we want from our members...

We want our members to be active, real participants in this museum community, so we provide the adequate social space to get involved, either as dreamweavers, partners, collaborators and/or as creators. More importantly, we want our members to create youth groups, book circles and all kinds of teams that will make their contribution to our community even more important and valuable.

EXPERIENCE, TRANSFORM, TRANSCEND, ENJOY... CHILLAX WITH US !

Want to learn more or express yourself?

Don't be shy, get in touch. We want to know what's on your mind and what about The Chill Concept made the inner YOU curious. Start a dialogue with us now, be creative, be heard, start something new.

Write and inspire: news@thechillconcept.com

Vocally connect: Ph: +1 (305) 915-1957

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#ChillaxWithUs