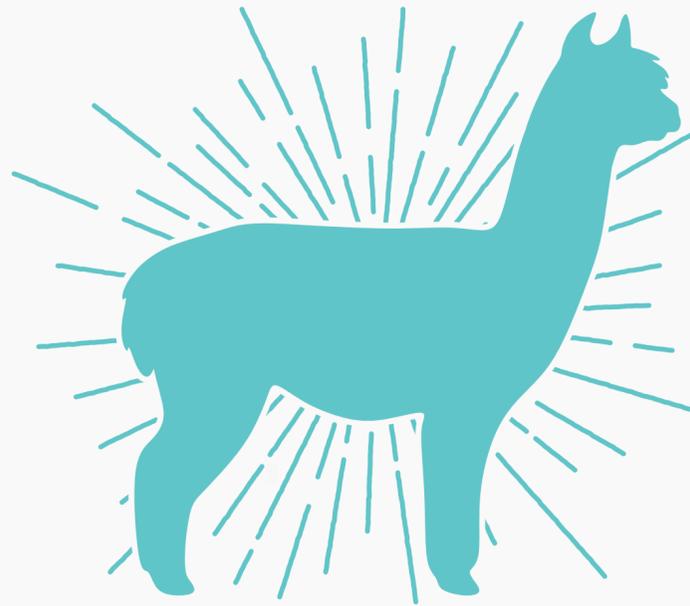


A horizontal teal brushstroke with a textured, hand-drawn appearance, serving as a background for the text.

2ND MINI CHALLENGE

MARIAROSARIA



ALFONSO



THE ALPACAS

FABIO



MARTINA



CRISTINA



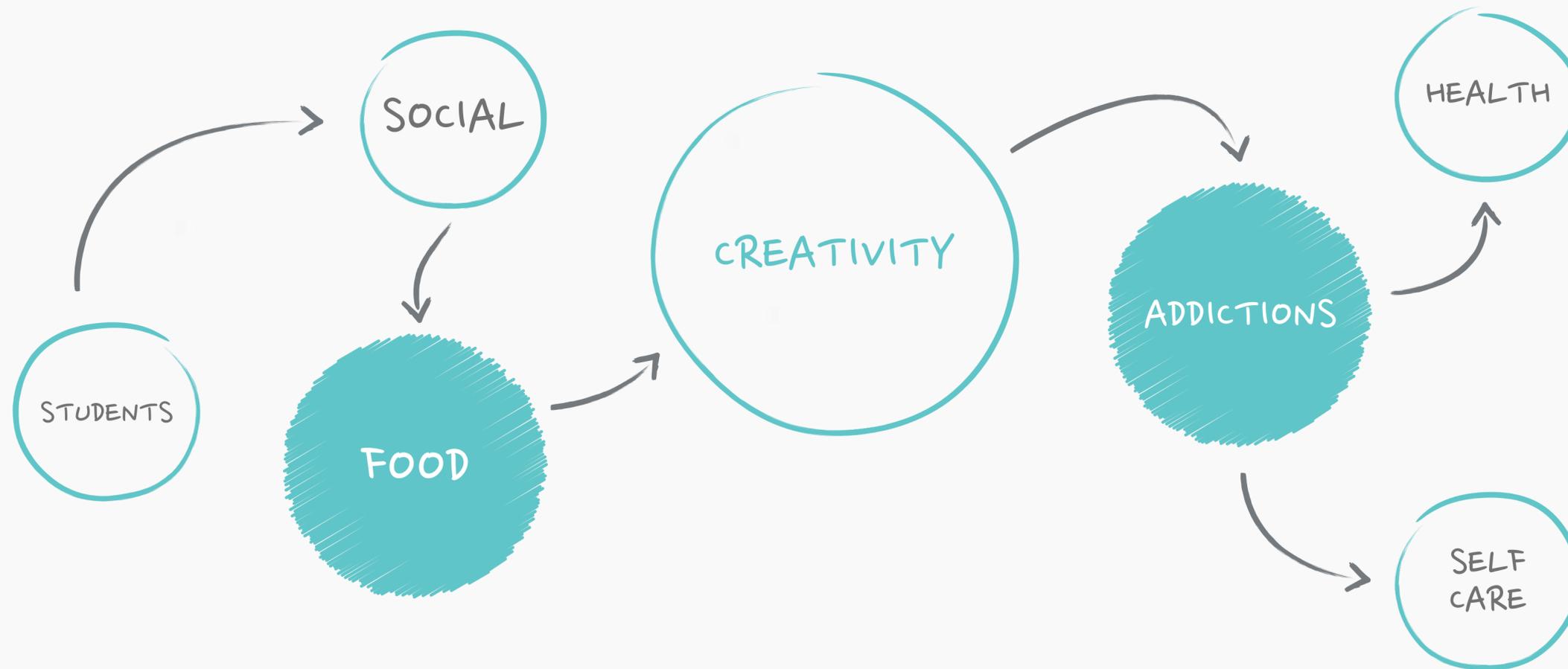
CARMINE





“HOW COULD PEOPLE BETTER MANAGE THEIR TIME DURING THE DAY IN ORDER TO IMPROVE THEIR LIFE AND THEREFORE THEIR HEALTH?”

CHALLENGE



“UNSTUCK YOUR MIND BY FILLING YOUR BLANK PAGE.”

INTERVIEWS



FIAMMETTA - ILLUSTRATOR AND SINGER

"Sometimes taking a break can help you restart. Returning to a project after a period of inactivity gives you objectivity when it comes to your work, and self-criticism unlocks the mechanism of correction, restarting the creative stream. The important thing, however, is to respect yourself, we are not machines."



VITTORIA - WRITER

"I believe that in a favourable context everyone can learn how to be creative, and to think outside the box. I think all people have that part within themselves, but some people succeed in developing that side of themselves and others don't."



RAFFAELE - MUSICIAN

"I've had many music blocks and it's difficult to explain how to get out of it because you always get back to them. I think it's crucial they exist precisely because after a block you can create something new and original."



ROBERTA - TATTOO ARTIST

"Creativity is like making a cake. You can know the ingredients by heart, but only if you twist it all you can create something original and innovative. Only with experience you can become masters."

SURVEY

DO YOU THINK CREATIVITY IS AN INNATE TRAIT?

63%

YES

37%

NO

DO YOU CONSIDER YOURSELF A CREATIVE PERSON?

84%

YES

16%

NO

WHERE DO YOU FIND INSPIRATION?

21%

MUSIC

46%

COMPUTER

34%

ART

18%

INTERNET

21%

OTHER

DO YOU FIND INSPIRATION ALONE OR WITH COMPANY?

82%

ALONE

18%

WITH COMPANY

USER TARGET



IMAGINATIVE
PEOPLE

STRESSED
PEOPLE

CREATIVE PEOPLE



SOLUTION

COLORBEAT



TAKE A CREATIVE
BREAK

FEATURES



MAPS

With the MAPS feature, you can find places to go to when you need inspiration. You can also register your favorite places and see what other people are listening to.



PLAYGROUND

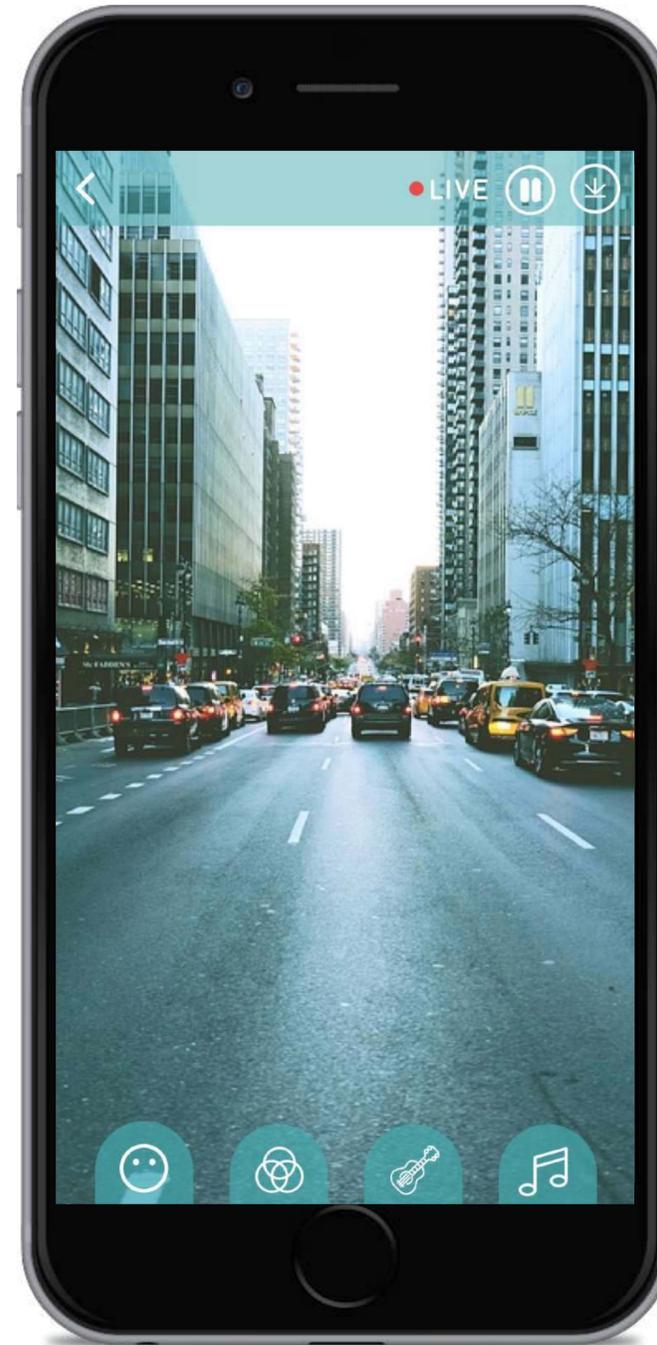
The PLAYGROUND lets you transform a picture, a selfie or a landscape into a melody you can listen to when you need inspiration. The app generates a different melody from every picture.

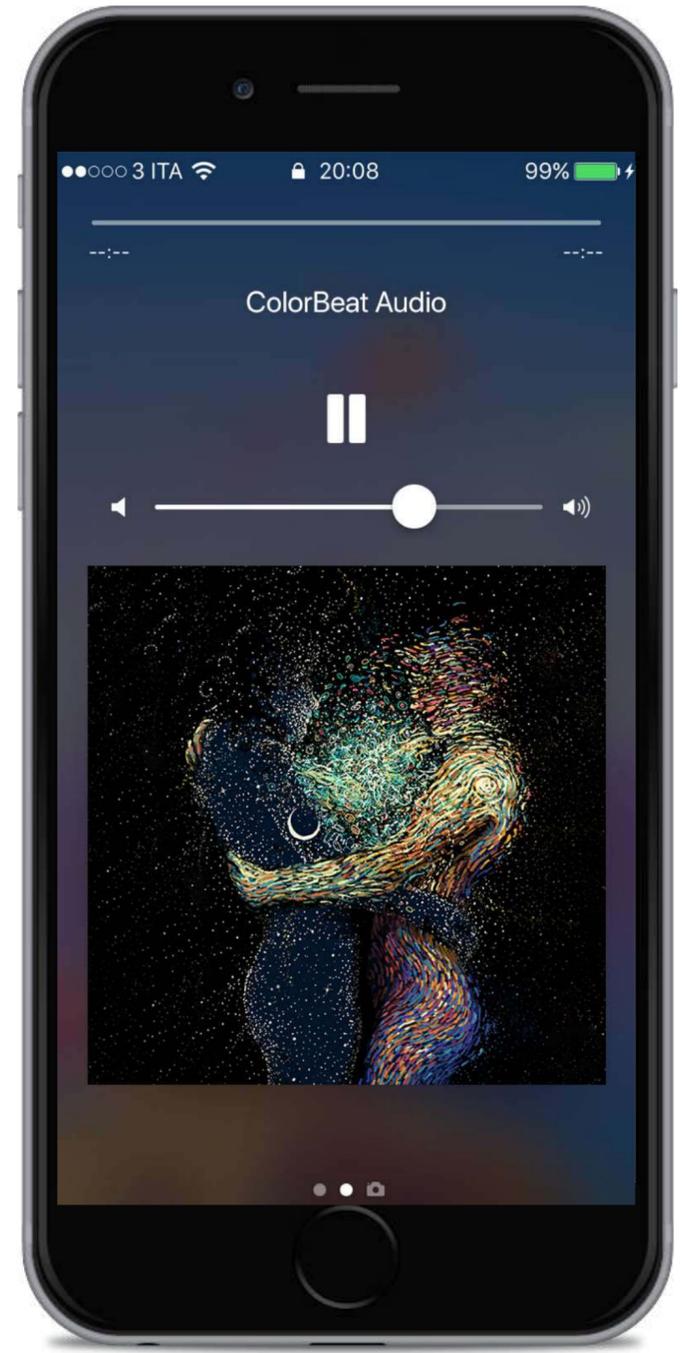
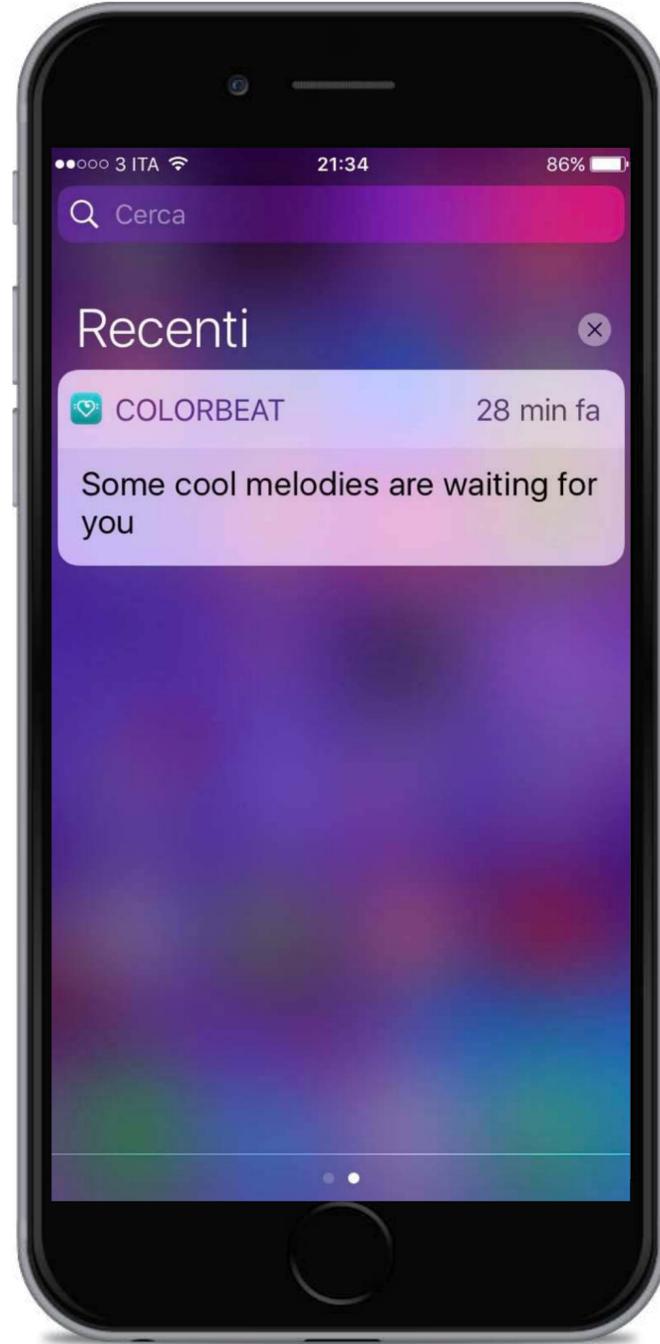
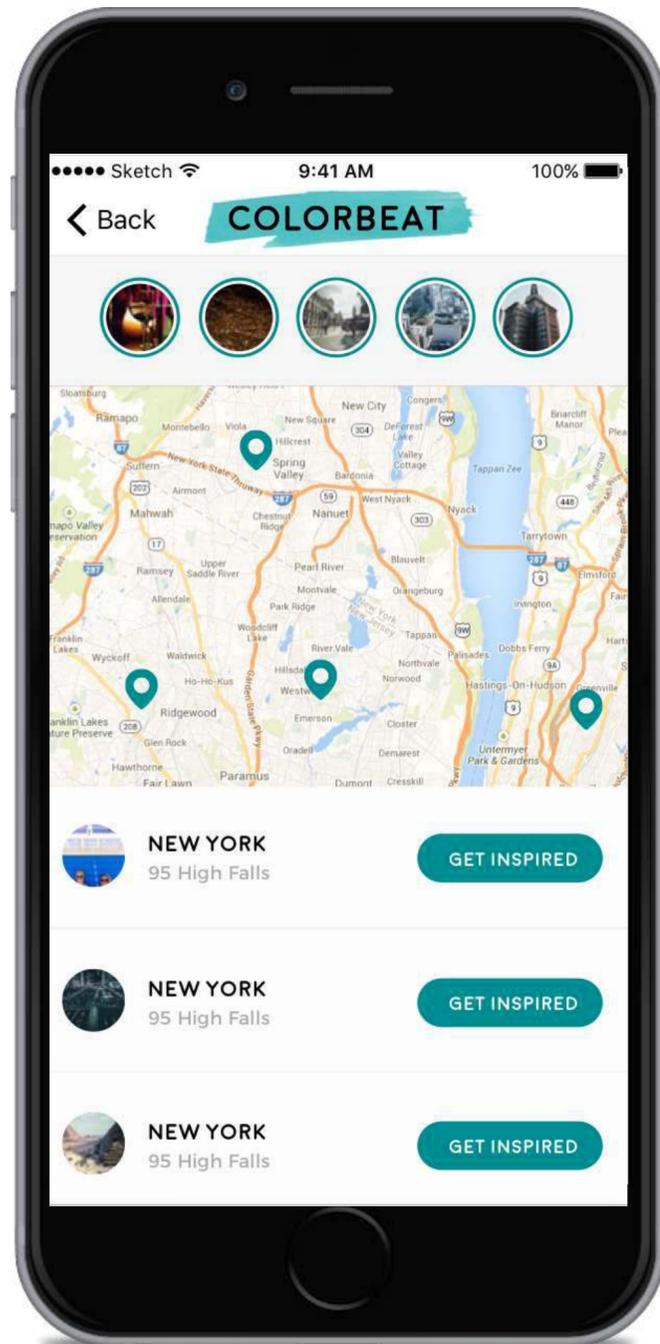


GALLERY

Inside the GALLERY you can store all your musical pictures and have a different version of the same photo.

YOU HAVE THE CHANCE TO HEAR
AND SEE LIVE THE PICTURES OTHER
PEOPLE ARE SHARING





A horizontal teal brushstroke with a textured, hand-drawn appearance, serving as a background for the text.

LIVE DEMO

TECHNOLOGIES AND FRAMEWORKS



AVFOUNDATION

MAPKIT

PHOTOS

COMPETITORS

404

NOT FOUND

REFLECTIONS

IS YOUR APP READY FOR THE STORE?



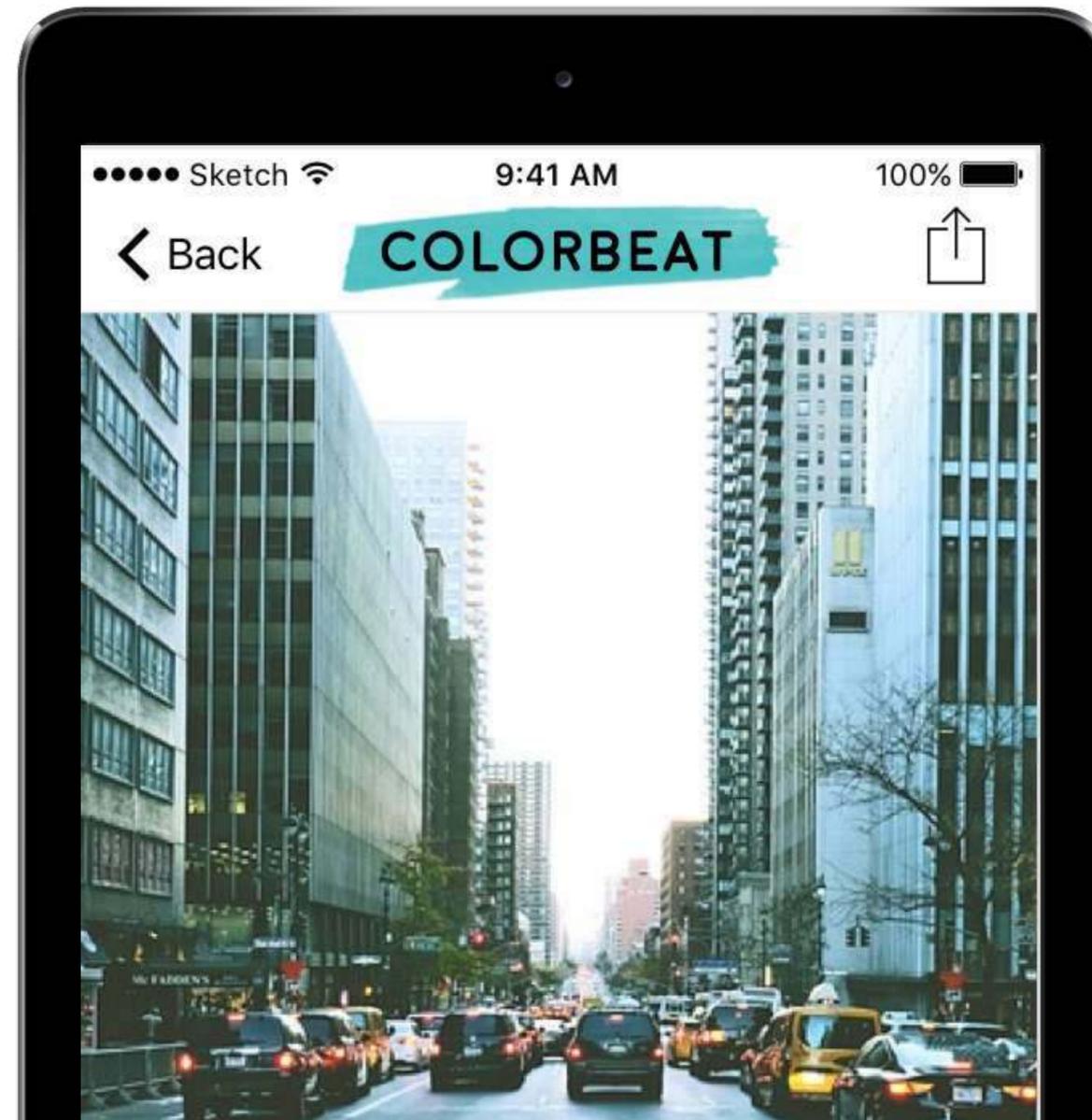
YES, IT WILL BE SOON
AVAILABLE ON THE APP STORE.

FUTURE IMPROVEMENTS

IMPLEMENT
LIVE CAMERA



TO MAKE THE
APP AVAILABLE
FOR IPAD TOO



- AUDIO & VIDEO ADVERTS
- PREMIUM ACCOUNT
- INVITING FRIENDS



