



Holly Blondin

*Creativity + Innovation Educator, Facilitator,
Programme Development*

“Always led by my own curiosity and introspection, and the exploration of universal emotions and behaviors, I naturally sought out ways to express myself and investigate. I was born into a creative journey and then designed a creative life. My professional life has always been rooted in creativity, although it presented itself in many different contexts; performing arts, design, entrepreneurship, marketing, and, now, education. Through education I am able to help others unlock the door to a creative life, while incorporating my own love for the arts and philosophy.”

In addition to her work as an Adjunct Professor at New York City’s **Parsons School of Design** in the **Strategic Design and Management Program (MS)**, Holly has developed creativity + innovation summer programs in New York for **Iona College Hynes Institute of Entrepreneurship and Innovation** and the **Long Island University Brooklyn Entrepreneurship Center + Innovation**. In Barcelona she is on the Creativity & Innovation development and facilitation team at the **Culinary Institute of Barcelona (CIB)**, and teaches Design Innovation at **EU Business School Barcelona** (Fashion & Luxury Masters). She has co-created and facilitated design education workshops with colleague Silvia Escurcell of ELISAVA at the **Museu del Disseny de Barcelona** and for **iPACKLAB**. Holly has worked with **Barcelona Institute of Science and Technology (BIST)** for the last two years on the Leadership in Action facilitation team, and also teaches ideation workshops at **IED Barcelona**.

Under a two-year cultural residency at **Fabra i Coats Barcelona Art Factory** (2018-2019) Holly developed *The Creative Experience Project*, an interdisciplinary methodology presented to adults to grow imagination capacity and emotional intelligence.

Founder, *Arts Meet Bizness* www.artsmeebtbizness.com

M.B.A. Marketing & Entrepreneurship - Baruch Zicklin, New York City

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