

# FREE CREATIVE WORKSHOP FOR INDEPENDENT ARTISTS



**Toi Pōneke Arts Centre**  
14<sup>th</sup> & 15<sup>th</sup> April 2026

A deep dive into authenticity, brand architecture, and intuitive creation.

## You'll walk away with...

- A professional band kit.
- A clear visual identity & confidence in your artistry
- An insight to industry strategies & a plan for future projects.
- New connections & creative collaborations.
- NZQA level 3 & 4 credits (optional cost add on)

**SECURE YOUR SPOT ON OUR WEBSITE**

### CONTACT US



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WELLINGTON ARTIST  
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# WORKSHOP OVERVIEW



## 2-DAY CREATIVE WORKSHOP

A deep dive into authenticity, brand architecture, and intuitive creation.

### Day 1: 'Build your Brand'

#### ▶ 'Fake it till you make it' — Does it actually work?

We begin by creating a safe space to share our truths, build our confidence & learn alongside each other. We will break down the 'industry mask' and barriers that stand in our way.

#### ▶ Full Masterclass: Artist to Entrepreneur

- Define your narrative and character story.
- Understand your future and create a visual plan.
- Put it into practise and share your world.

### Day 2: 'Create your Intuition'

#### ▶ Social Media Stigma - Let's get rid of it

We will cover the fundamentals of social media and learn how to use it as a tool not a burden. We will chat about strategies and share ideas.

#### ▶ Create without Expectations

After connecting with one another, we will collaborate. Create something for fun or for future.

#### ▶ Affirm our Goals

You are now the official first of 'Indigo's Independent Artist's'. We will end by using our new learnings into an action plan.

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