

SFUMATO

Embrace the unknown without fear.
Fear to fail is your enemy.
There are no borders no limits.
Think outside the box.

HOW TO IMPROVE IT

Incubation of new ideas alternating periods of intense hard work and rest.

Paint the infinite symbol in the air with your fingers, at least three times in one direction and three in the other to empower your creativity..

APPLICATION EXAMPLE

Can you imagine Da Vinci afraid to embrace something new? Just the opposite!!!!

The attitude against failure and the non linear thinking or what is the same, think outside the box, are the elements that allow the identification and development of new innovative ideas.

Embraces the unknown switching from physical CDs to digital audio business



Steve Jobs embraces the unknown starting a new business with Pixar as a cinema company of the digital era.



Embraces the unknown jumping from social networks to a telecommunications company in the field of mobile lines.

