





just be

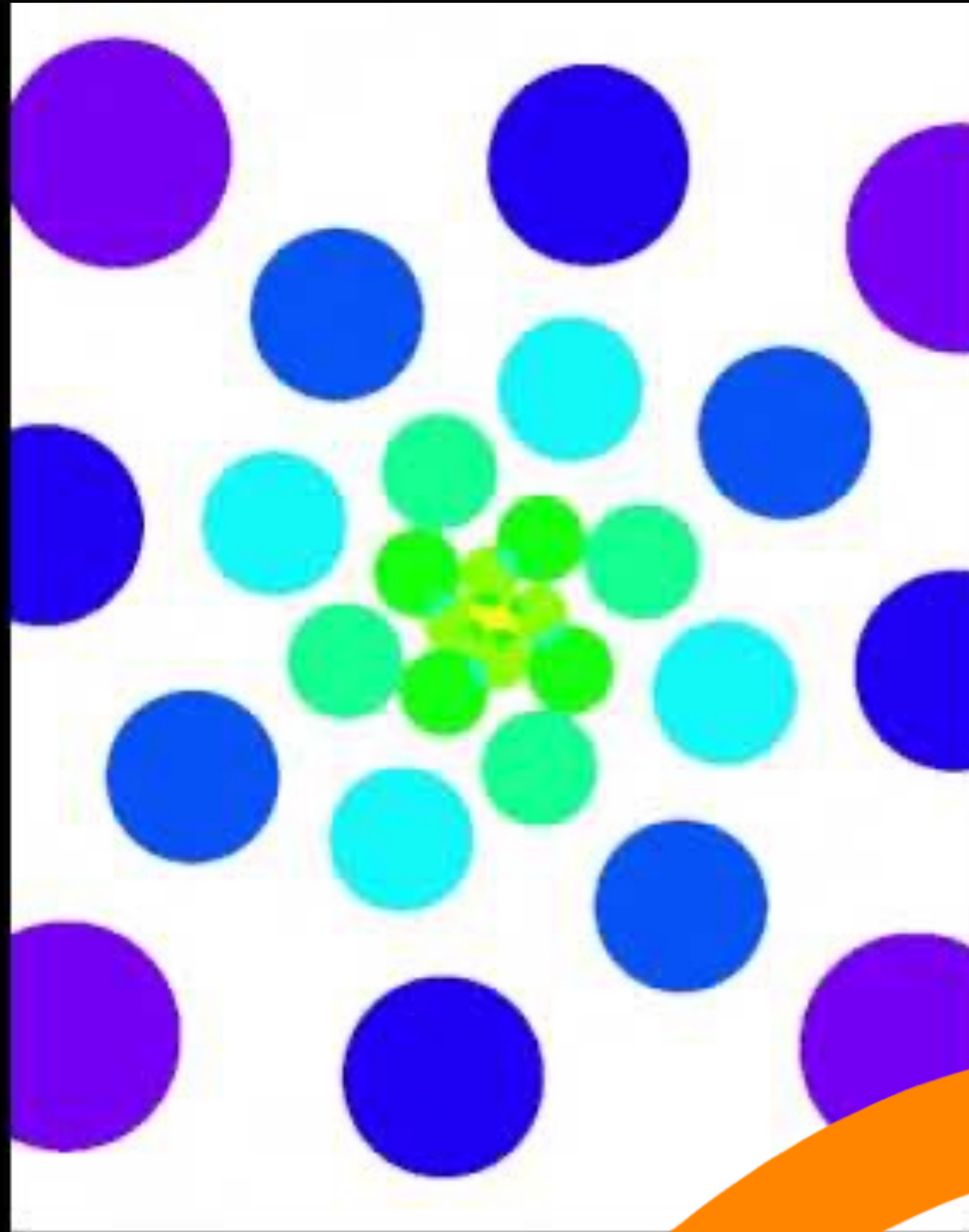
arşaluis negrişan

just be



what stands at the base of everything? of you, of the people, objects around you? at a tiny level we are all made of atoms with subatomic particles orbiting around their centre. so let's just be.

**this
never
happened**



what happens if we close our eyes for a second and let our mind do its thing? usually, a tumult of thoughts takes up the empty space with a speed faster than light. we cannot face them all in the same time, sometimes not even one by one. this can lead to us feeling worried or overwhelmed.

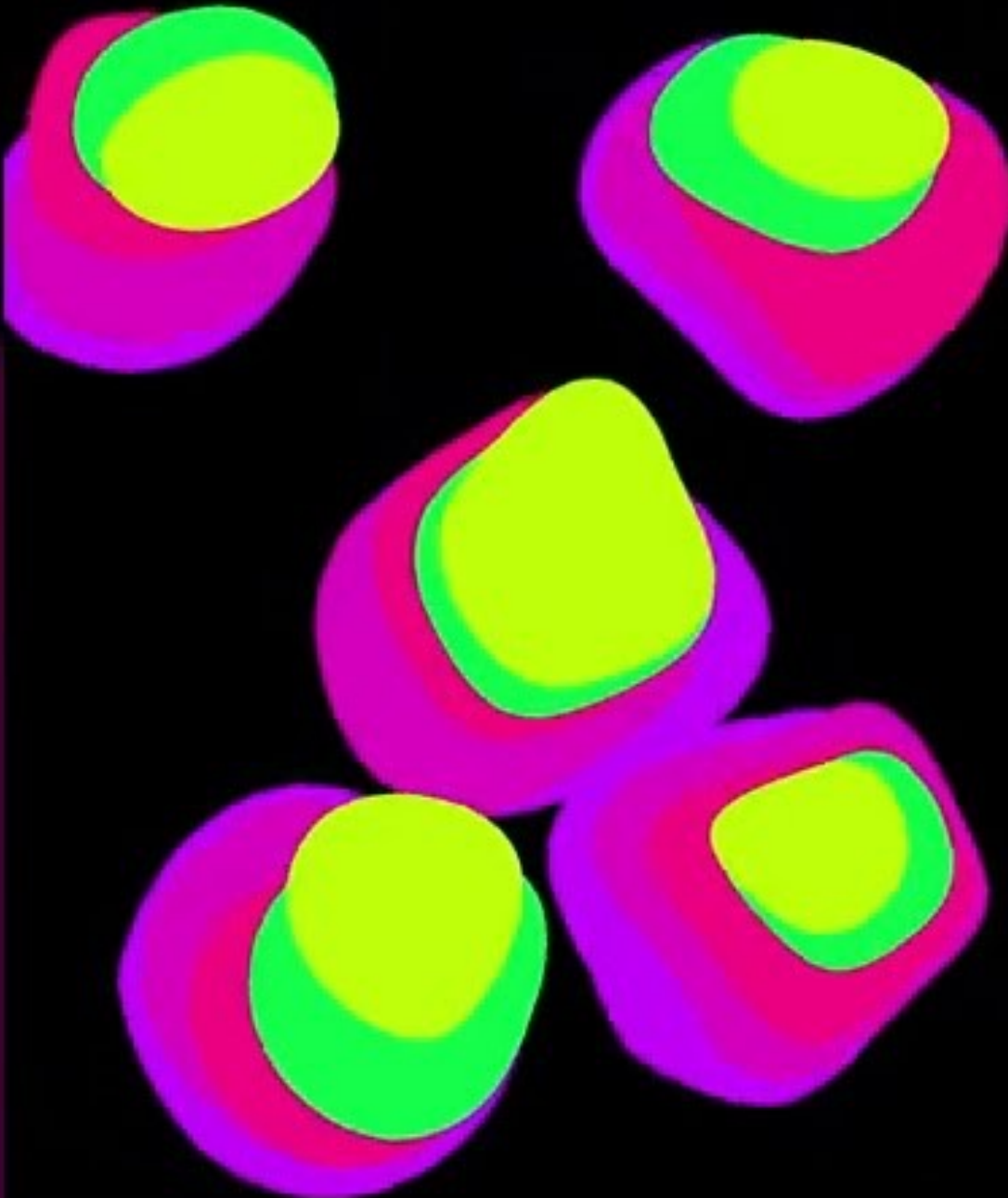


once we open our eyes though, we get distracted by something else and we forget for a moment. it was just in our mind, it never actually happened, did it?

open day - masters campaign



the concept represents the (at that time) five masters of Minerva Art Academy. five spirited communities which meet on a common ground, the lively and organic space the Academy has to offer.



they might take different paths, but at their core they all share the same passion and desire to express themselves.