



## Light up Cultural Spaces

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### Creatio ex nihilo – creation from nothing

In our fast-moving generation, the art and fashion is filled with redesigns and plagiarism. It is becoming increasingly difficult to generate innovative new creations with long-lasting success. The collection ‚creatio ex nihilo‘ designed by Louisa Holdschlag has been created to protect our connection to art and culture in the digital era/-community. In the last century, the Bauhaus artists revolted against the advancing industrialization and decided that art and technology must connect. Today, it is the digitalisation that makes art and crafts forget. Innovation can only be created by combining art and technology. On the occasion of the 100th anniversary of the Bauhaus, the cultural heritage is preserved and made aware that there must be innovations in order for art to survive. The result of Louisa’s design features artisanal patterns and digitized prints inspired by the Bauhaus way of thinking and artworks. In cooperation with the backpack brand pinqponq, the collection was created in consideration of the corporate identity of the brand. The design creatio ex nihilo by Louisa Holdschlag is a creative statement for maintain cultural value in case of a smart combination of craftsmanship and digitalisation.

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