



# THE RUG PROJECT

*Strengthening Human Skills  
Through Artistic Co-Creation in the Age of AI*

| 2026





# INTRO- DUCTION

**Which human skills will truly matter in the age of AI – and how can we strengthen them?**

Artificial intelligence is transforming the way we work, communicate, and make decisions. As knowledge and information become increasingly accessible, skills that cannot be automated are growing in importance.

Creativity, empathy, collective intelligence, and the constructive handling of uncertainty are becoming essential competencies for organisations, teams, and leaders.

The Rug Project creates experiential spaces where these skills become tangible, trainable, and visible through artistic co-creation.



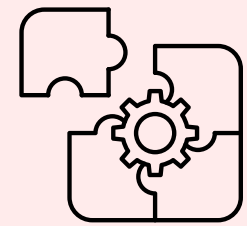
## Stillness

Creating space for awareness, presence, and reflection.



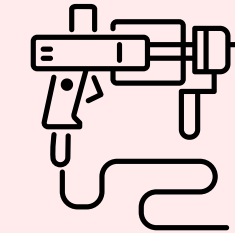
## Creative Play

Exploring new perspectives beyond existing patterns.



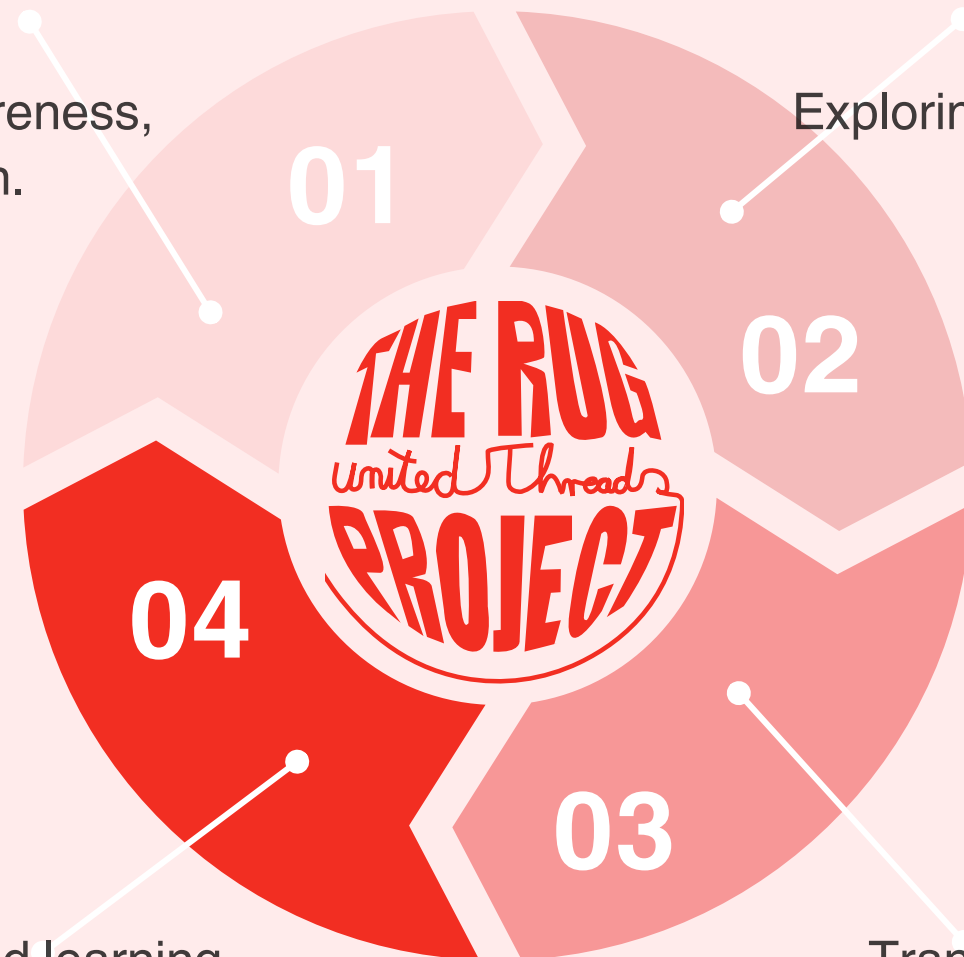
## Integration

Reflecting, adapting, and learning together.



## Manifestation

Translating insights into tangible forms.



# THE METHOD

## Artistic Co-Creation as a Space for Human Skills

The Rug Project uses artistic processes and co-creation to build spaces where human skills are not merely discussed but experienced.

Through a guided process of stillness & reflection, creative play, manifestation, and integration, participants actively engage with complexity, strengthen connection, and develop new perspectives together.

Every contribution becomes part of a collective artwork, transforming individual experiences into a shared story.

The emerging artwork makes collective intelligence visible and shared experiences tangible.

# COLLECTIVE REFLECTION

Artistic Co-Creation for  
Conferences, Festivals, and  
Participatory Brand Experiences

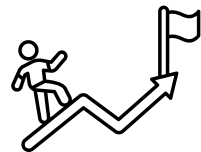


## Who is it for?



Events, conferences, festivals, trade fairs, summits, and brand activations.

## Challenge



Many events create valuable content but generate only limited interaction and lasting connection. Attendees often consume content passively, while organisers and brands seek ways to transform attention into genuine participation and community.

## Approach



The Rug Project turns participants into active co-creators. Through an artistic co-creation process, individual experiences, conversations, and perspectives flow into a collective artwork.

## Impact



Higher participation and interaction  
Longer dwell time  
Stronger community building  
Lasting emotional connection  
A collective artwork as an enduring memento

## Formats



- Conference accompaniments
- Multi-day festival formats
- Participatory brand activations
- Transformation events

# TEAM CO-CREATION

Artistic Co-Creation for Teams,  
Culture, and Transformation

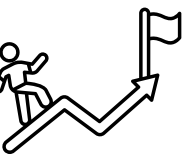
## Who is it for?

Companies, organisations,  
municipalities, and interdisciplinary  
teams.



## Challenge

Complex challenges require new forms of collaboration.  
As artificial intelligence increasingly takes over cognitive tasks, human skills such as creativity, empathy, and collective intelligence become decisive future competencies.  
Yet although innovation and shared learning are demanded today, spaces where these skills can be developed together are often lacking.



## Approach

The Rug Project makes collaboration immediately tangible through artistic co-creation. Openness, trust, and shared making create new perspectives and strengthen the ability to navigate uncertainty and complexity together.



## Impact

Greater trust and connection  
Openness to change  
Clarity about roles and perspectives  
Shared visions of the future  
A visible symbol of team culture



## Formats

- Team days and offsites
- Vision and future workshops
- Culture and values processes
- Resilience and change formats





# PRACTICE & EXPERIENCE

## Artistic Co-Creation in Social, Cultural, and Organisational Contexts

Our work connects artistic practice, research, and participatory process design in cultural, social, and organisational contexts.

We develop experiential spaces that guide people from observation to active co-creation and make collective intelligence visible.

**Workshop Facilitation:** Translating complex topics into experience-based and material-supported learning spaces.

**Community Engagement:** Developing participatory formats that foster connection, exchange, and collective creation.

**Strategic Partnerships:** Collaborating with organisations and institutions to shape future-oriented dialogues and transformation processes.

### Selected Collaborations



# ABOUT

## Mona Steinhäüßer

Mona Steinhäüßer, initiator of The Rug Project, is an interdisciplinary artist, creative strategist, and process facilitator working at the intersection of art, society, and organisation.

With a background in applied arts, design, and systemic transformation, she develops participatory formats that use creative processes as tools for connection, reflection, and shaping the future.

Her work connects artistic practice with questions of humanity, community, and the skills that are gaining importance in a world increasingly shaped by AI.



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### Further Education

Life Trust Coaching (EASC Certified)  
Integral coaching practice, specializing in  
artistic coaching

**2023-2024**

### Master of Applied Arts

Sandberg Instituut / Gerrit Rietveld Academie,  
Amsterdam, Netherlands

**2015 – 2017**

### Bachelor of Design

Maastricht Academy of Fine Arts and Design  
(MAFAD), Maastricht, Netherlands

**2011-2015**

**WHEN THE  
EXPERIENCE TAKES  
CENTERSTAGE,  
MEANINGFUL  
CONNECTION  
EMERGES.**



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