

HAPPY NEW YEAR 2023 **FROM** **THE BLANK SHEET PROJECT**

London, January 2013 – To mark the New Year, The Blank Sheet Project inspiration platform from Arjowiggins Creative Papers launches The Blank Sheet Project Time Capsule:

“A time capsule is a container (physical or digital) for storing a selection of objects or information representative of a time, **buried for discovery in the future.**”

The launch is an invitation for creatives from all areas of the arts and design to populate the Time Capsule with a personal vision of ‘Design and Creativity in 2023’. The only constraint is that each contribution must start with a blank sheet of paper, regardless of whether it ends up as an object, an image, a movie or some other creative or art format.

Contributions can be submitted on-line over a period of 6 months, until the end of June 2013. The website gallery will remain live until December 2013 so that participants and visitors to the site can share the content with Facebook, Twitter and Weibo. At the end of 2013 the site will be taken down and preserved by Arjowiggins Creative Papers for ‘rediscovery’ in 2023.

Arjowiggins Creative Papers MD Jonathan Mitchell says: “Like George Orwell’s 1984 and the 1950s silver jump-suited 21st Century, the Time Capsule will present an intriguing view of how we see our future and in the process reveal something of our present. It is an exciting opportunity to inspire a next generation of creatives and even provide a catalyst for previously un-thought of innovations that with time could become reality”.

Once entries close at the end of June 2013, high profile mentors will endorse those entries they identify as the most visionary. Events in the design capitals of the world will explore the topic of the future of design, and display contributions from The Blank Sheet Time Capsule. Arjowiggins Creative Papers will then take care of the archives until it is time to revisit them a decade hence.

To leave your mark, enter the Blank Sheet Project Time Capsule at:
www.theblanksheetproject.com/timecapsule

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About The Blank Sheet Project

The Blank Sheet Project is a platform for inspirational creative excellence. It is an initiative from Arjowiggins Creative Papers that challenges us to address innovation and sustainability and provide creative solutions. More importantly, it poses the universal question: 'How will you leave your mark?' Since the Blank Sheet Project was first conceived as an internal innovation programme in 2010, it has gone on to address and inspire a global audience of young minds.

Building on the testimonies of international Creative Heroes, The Blank Sheet Project has initiated '1 Minute to Leave your Mark' in 2012 with weekly one-minute broadcasts from creative practitioners and thought leaders who dedicate their time challenging convention and setting in motion creativity for good. In 2013, the Blank Sheet Time Capsule will give creatives worldwide the opportunity to share their interpretation of design in 2023 and participate to a collective vision of the future of creativity.

To promote its message, Arjowiggins Creative Papers is currently collaborating with two eminent organisations: D&AD, the UK's leading body for the creative industries, and One Young World, an international initiative that brings together the leaders of today with the young leaders of tomorrow. www.theblanksheetproject.com

About D&AD

D&AD today is a restless, enquiring, agitating organisation, determined to perpetuate brilliance in commercial creativity. It constantly pushes boundaries, initiating debate and encouraging experimentation, nurturing a tradition of craft skills and celebrating excellence within the creative industries and beyond. www.dandad.org

About Arjowiggins Creative Papers

Arjowiggins Creative Papers has 1,300 employees and operates in 82 countries. Products in the Arjowiggins Creative Papers portfolio continually achieve best-in-category performance for paper capability and print performance and are globally available. Each range offers a high quality finish for a wide variety of applications. All of Arjowiggins Creative Papers' brands have been FSC certified since June 2008, and the company is constantly expanding its recycled paper ranges. Arjowiggins Creative Papers has an unwavering commitment to work alongside both customers and suppliers to continue to innovate through their range of inspiring papers and in the way they do business. Their own Blank Sheet Project aims to ensure that they always make responsible business decisions, focusing on how they will leave their mark - socially, economically and environmentally. Details can be found at www.arjowigginscreativepapers.com

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