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## ***The Wall Jam Project breaks down new walls***

### ***Interactive art project to be featured at the Victoria Yoga Conference***

(Victoria, B.C.) As children we are told never to write on the walls. But entrepreneur and creator of *The Wall Jam Project* Anuj Singhal says that's exactly what we should be doing, and invites people to leave their mark on a *Wall Jam*, an interactive art installation, at the Victoria Yoga Conference from February 5-7 at the Victoria Conference Centre.

As part of the conference marketplace, the installation will feature a thought-provoking question people can respond to using any artistic expression. A kind of social experiment, *The Wall Jam Project* involves blank, white walls in an empty gallery. People then use visual representation to share ideas about a given project or venture. "This is the first time we're doing The Wall Jam Project in this format, actually building the walls at an event" says Singhal.

The *Wall Jam* will be set up in the marketplace portion of the Victoria Yoga Conference. Attendees and market goers are invited to take part in the project during the day to generate conversation throughout the event. "I asked the Victoria Yoga Conference organizers what they wanted people to walk away talking about" says Singhal. As someone who has attended hundreds of conferences, Singhal is always interested in designing platforms that foster creative thinking.

The *Wall Jam Project* is not only a creative channel, but a platform to foster conversation. The goal is to use art to enable people to engage with a question or topic using creativity. "A lot of people talk about creativity in terms of an outlet - like they have to get something out of their system" says Singhal, "but humans are born creative. I think there are just many environments which are not designed to foster creative thinking."

Singhal is the founder of Intergalleractive Inc., a company that designs educational programs with an innovative approach. He also runs The Blank Tank Gallery in Vancouver's Gastown, voted 'Best Way to Brainstorm' by *The Georgia Strait* in its collection Best of Vancouver: Arts. With a background in engineering and entrepreneurship, Singhal also lead the entrepreneurship@ubc program at the UBC Vancouver campus.

Singhal believes that when people can connect to a more visceral and visual process, they generate more creative power, and that every person is capable of engaging in art. "There isn't one person who doesn't have creativity in them" says Singhal, "you put them in the right environment and you'll be shocked by what comes out."

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To learn more about *The Wall Jam Project*, visit <http://www.walljam.org/>

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## Backgrounder:

### Intergalleractive Inc.

Intergalleractive Inc. was founded in 2014 by Anuj Singhal, with a goal to completely re-invent our current model of “Higher Education” by 2020. The company is focused on creating its own initiatives and models of education unique to that those offered currently by universities, in addition to working directly with universities to implement the most cutting-edge education concepts for the societal needs of the 21st century. The organisation is made up of unique collaborations and partnerships for each lab initiative and client engagement undertaken.

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### The Blank Tank Gallery

The Blank Tank Gallery is a unique concept where art gallery meets innovation space, located in the heart of the Vancouver downtown creative hub in Gastown. The Blank Tank features unique art shows & exhibitions as well as product launches from start-ups, artists, innovators and designers and also plays host venue to unique workshops on creativity, entrepreneurship and art. The Blank Tank space, when empty, is also used for innovators, entrepreneurs, artists and executive teams to let loose with their thought process. The Blank Tank is an interactive research lab for inquiring into examining what makes for a fertile environment and effective physical space design to foster innovation, creativity and communication. They are exploring what might get created if a version of the “Blank Tank” concept existed in every university campus, community center, school, office, company building, city hall, and household... The Blank Tank is also headquarters for Intergalleractive Inc., a company founded by Anuj Singhal, focused on cultivating creativity in business and education through art.

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### The Wall Jam Project

A typical Wall Jam takes place in a spotless, empty art gallery with clean white walls (a ‘Blank Tank’) filled with a diverse and eclectic group of people who spend some time together discussing the most pressing themes around a given topic and generating new ideas for possible projects. All these ideas are visually communicated on the walls by literally drawing, writing and painting on the walls. The “idea graffiti” is often photographed and posted on social media to start online conversation threads around about the ideas generated. The walls are freshly painted after each session so that each session starts with an impeccably clean white surface. The sessions are time-lapsed from beginning to end including the repainting/restoration of the walls.

The hypothesis is that when people are able to connect back to a raw, visceral artistic process, certain parts of the brain get activated that open up new creative powers - arguably important when undertaking any process to generate new ideas. The intention of the project is to enable progressive open conversations for important, often overlooked, societal topics around the world that result in new collaborations, ideas, inventions and ventures that benefit society.

Website: [www.walljam.org](http://www.walljam.org)

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### The Victoria Yoga Conference (VYC)

Created and founded by event producer Carolyn Taylor in 2013, the Victoria Yoga Conference is an annual event held at the Victoria Conference Centre in Victoria, BC. Host to over 500 attendees and around 40 Wellness Market exhibitors, the VYC continues to grow and flourish as more teachers, exhibitors, and participants gather for the fourth annual conference February 5-7, 2016. At the heart of the event is the idea of community, which welcomes people of all ages and yoga abilities for a weekend of connection and discovery. There is a Wellness Market full of local entrepreneurs and exhibitors, a variety of workshops, and spirit-lifting dance parties. A strong entrepreneurial component is present throughout the conference, as there the business series and teacher talk shops offered are designed to assist studio owners and teachers on how to market themselves and make a business of their passion. The VYC truly strives to provide something for the curious to the serious.

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