

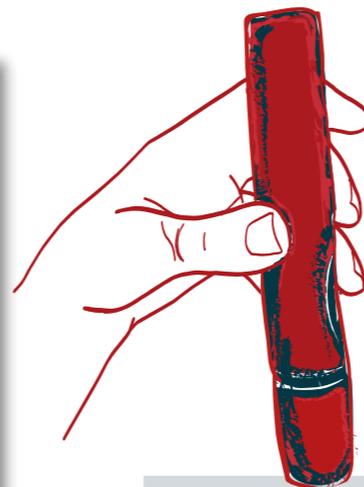


SHAPE

VISUAL TO THINKING
GLOBAL SUMMIT

SHAPE it!
BILBAO

20
22



On July 30, 2022 we closed the stoves of Bilbao 2022 Visual Thinking Global Summit, after more than 22 months working, cooking over low heat, we can say that we were able to taste four days of many nuances, smells, textures, colors and flavors.

I still do not know how to define the taste that remains in my mouth, but **intense flavors** predominate. With the intensity of everything lived and shared. Intense the moment of meeting again after 3 years without being able to embrace each other. Intense the agenda, the proposal and the response received from all the people who have participated and contributed with so much.

With that intensity that dominates our special dish, the background flavor is sweet, very sweet. And we recognize sizzling touches of salt. **Sweet** flavours from all of your smiles and hugs and the grateful faces and hearts of all the people you were here. **Salty** flowers from affectionate tears of emotion when we relit the argizaiola (our Basque candle); or when our hearts shuddered seeing Raket signodancing with Fernando in the Auditorium of the Guggenheim Bilbao Museum.

A taste of **land & ground**. Because it was possible. A taste of **the sea**. Because you let yourselves be carried away and shaken by the movement of different waves of emotions. A taste of **each and every one of you**, being present both in person at La Terminal or connecting us from your homes throughout all over the world. A taste of **the wind** that enveloped us with the hugs, the conversations, the work, the proposals, the smiles and... so much fun.

***A taste wrapped in multicolored shapes, ideas, creative thinking, dreams and drawings...
This was a Summit cooked and savored together.***



Miryam Artola Dendaluce
(Muxote Potolo Bat)



100 onsite participants, among which we offered **14 scholarships** and **5 one day passes** and **67 online participants** from more than **26 countries** who connected with Bilbao during those days. In addition, **17 family members** and companions joined the various activities we organized during the four days.

9 sponsors and **22 entities** that have collaborated to make this possible.

An international team of **23 people** who voluntarily co-created this experience for you and to contribute in a positive way to give answers through Visual Language.

A shared place that connected **La Terminal** with the different points from where you joined in different time slots. **2 platforms** that served as connectors: our Meetmaps platforms and the Miro board.

More than **24 videos** uploaded to our youtube and vimeo channels, **30 hours of recording** (with 1 streaming camera, 2 closed circuit cameras and 1 moving camera for harvesting among others). **610 official photos** (of many others) that have summarized the event, countless hours of recording that have culminated in our video summary of the Summit.

30 HOURS OF RECORDING

- 1 STREAMING CAMERA
- 2 CLOSED CIRCUIT CAMERAS
- 1 MOVING CAMERA FOR HARVESTING

AN INTERNATIONAL TEAM OF 23 PEOPLE WHO VOLUNTARILY CO-CREATED THIS EXPERIENCE FOR YOU AND CONTRIBUTED POSITIVELY TO PROVIDING ANSWERS THROUGH VISUAL LANGUAGE

MORE THAN 24 VIDEOS UPLOADED TO OUR CHANNELS

- YOUTUBE
- VIMEO

610 OFFICIAL PHOTOS (OUT OF MANY OTHERS) THAT SUMMARIZE THE EVENT, COUNTLESS HOURS OF RECORDINGS CULMINATING IN OUR SUMMARY VIDEO

2 PLATFORMS THAT CONNECTED US

- MEETMAPS
- MIRO

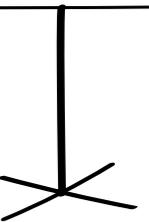
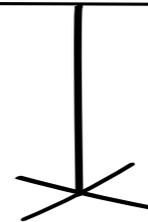
67 ONLINE PARTICIPANTS FROM MORE THAN **26 COUNTRIES** WHO CONNECTED WITH BILBAO DURING THE SUMMIT

100 PARTICIPANTS 14 OF WHOM WERE OFFERED SCHOLARSHIPS

9 SPONSORS Y 22 ENTITIES THAT COLLABORATED TO MAKE THIS POSSIBLE

THE INGREDIENTS:

THE SUMMIT IN DATA

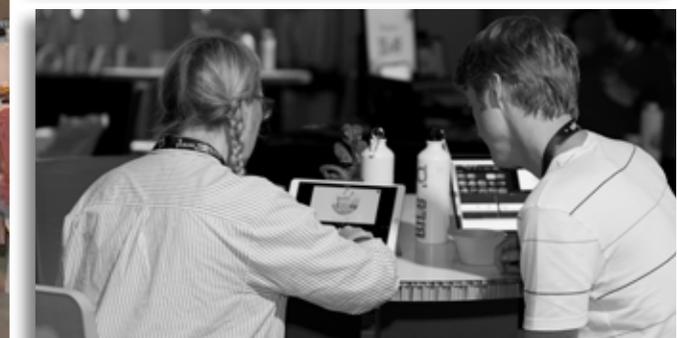


THE TASTE OF LEARNING & SHARING

From the hand of **Pilar Kaltzada, Mira Bangel** and **Sandra Dircks** (online), our wonderful **Masters of Ceremonies (MCs)** who have guided us through a journey that wanted to shake us to shape it.

With 6 fantastic professional people who gave us their impulses in the framework of **Impulse Givers: Zuriñe Garcia, Joanna Sell, Ida Castiglioni, Nancy Rademaker, Jackson Araujo** and **Lisa Lang** who allowed us to shake our thinking within the framework of intercultural communication, digital futures and creative and sustainable economy.

An endless number of **Knowledge Cafés** and **Open Spaces** to further expand our knowledge that have favored conversations beyond the borders of Visual Practitioners, open to other sectors and other generations.



Zuriñe Garcia



Joanna Sell



Ida Castiglioni



Lisa Lang



Nancy Rademaker



Jackson Araujo

KNOWLEDGE CAFÉ



MARTIN HAUSSMANN & KARINA ANTONS

VISUAL SOLUTION SCOUTING
INSIGHTS



HEATHER MARTINEZ

VISUALS + APPRECIATIVE INQUIRY:
HARVESTING AND SHARING IDEAS
THAT HELP US THRIVE



RAQUEL BENMERGUI

SENSING THROUGH
THE SENSES



KELVI BIRD & EMMA DULSKI

PRESENTING



MUDDY SCHLEGEL

UNLEASH YOUR INNER SUPERHERO -
HOW TO CULTIVATE YOUR BEST TO BRING
OUT THE BEST IN OTHERS



MATHIAS WEITBRECHT

YOUR VISION - REAL TALK



BEN CROTHERS

HOW I USED VISUAL
STROYTELLING TO REBRAND A
NONPROFIT ORGANISATION



KRIS NECKELMANN

AUDIOVISUAL FOR
VISUAL THINKERS



MAAIKE BORSBOOM,
CLAUDIA STEINER,
EVELINE MOS

BUILDING
COMMUNITY



TUL LEKUTAI

GAMIFICATION IN
VISUAL PRACTICES



TANJA WEHR

VISUALISATION, THE
FUTURE & US



AXELLE VANQUAILLIE

DRAWIFY, YOUR FRIEND OR ENEMY?



On behalf of the IFVP I want to thank you, Miry, your company and the koko team for a wonderful summit experience. Your love for this community was so clearly seen in all of the welcoming, the careful preparation and the attention to detail that characterized this event. The speakers challenged us to think beyond our own community to see how visual thinking is a cross-disciplinary practice that shows up in intercultural relationships, technology responses, sustainability in fashion and in EU culture initiatives. We were shaken up and shaped in new ways. And the richness of the creative arts that further challenged us by involving dance, music and Basque cuisine carried that theme even further. Especially since this was our first in-person global event after covid, it was a true celebration of reconnecting. Thanks for hosting this global summit, we will continue to unpack the learnings and connections for years to come as we look toward 2024.

Phil Baakelar (President of the IFVP)



Go for impact!
 That was a key tip and conclusion for me from this year's Visual Thinking Global Summit.
 Achieving an impact, something that would leave a mark, has been at the heart of the summit's planning process. Summarized in our key phase: Shake it to shape it. We have all been shaken in recent years, and the summit was a time to unite, reconnect as a community, and shape the new normality together.
 Another impact on me, personally, was meeting so many lovely people. Some I knew, and it was amazing to reconnect, to be able to talk, to be standing close and really feel the presence. Some I hadn't met before - at least not in real life - and it was a joy to make new connections, and grow my Global Visual Family.
 I leave Bilbao with the feeling that WE SHAKE things together and that WE WILL FORM the new normal together.
 Thank you to ALL those who joined, in Bilbao, online or in spirit.
 Let's go for the impact!!!

Christina Hemmingsen (Visual Procces)



THE TASTE OF CULTURE AND ART WITH OUR BASQUE STYLE

Our culture, our land was present throughout the summit through the activities and spaces where we shared different experiences such as:

- **Open Space Bilbao**, we enjoyed the boat trip with Bllboats along the *la Ría*, and the visit to Artxanda mountain in the cable car.
- **Zorrozaurre Island**, the place where the whole event took place. A place full of creation and future dreams.
- **Guggenheim Bilbao Museum**, where we were able to harvest so much lived and felt during our visit to Bilbao.
- And an authentic **Euskal jaia** in which we danced in kalejira, (passacaglia), fandango and arin arin. We had some irrintzis and tasted **our most traditional foods and drinks** from the hand of Bilbao Dulce y Salado and Grupo Iruña.



The Summit 2022 has been a meeting place full of stories, experiences and experiences, of people eager to meet and share, because they met for the first time in person since the pandemic began.

It was a luxury to see in Bilbao people from so many different places and countries, with the same concerns and with the same desire to learn, to be nourished and to express from diversity, from what they live day by day. And a privilege to have so many people connected online sharing every moment. It has been one of those days that leave their mark and that still need to be assimilated slowly. To see that the Muxote Potolo Bat team, led by Miryam Artola, has been organizing this event for more than two years, is to admire, because it is something very complicated, due to the dimensions of the event and all that it encompasses. However, they have managed to make Bilbao „home“, and that everything is very familiar, very close, very „from here“, very of a diverse Bilbao and open to the world ... it has much merit. It is also incredible how hard the people who are part of the IFVP have worked, a team that has supported and rowed together to make all this possible. It is very special to have been part of the artistic team of this Summit 2022. THANK YOU... and we will continue.

Rakel Rodriguez (Arymux)



THE TASTE OF THE ARTISTIC

That under the direction of **Cruz Noguera** and his team, made us dance, see and feel how the seed we planted the day we arrived was generating connections that created the mycelium, the roots that caused the seed to sprout into small but solid oaks that became a forest that wants to oxygenate itself and contribute positively to the world.



Cruz Noguera



ARTISTIC EXPERIENCE

SHAKE it TO SHAPE it!

CRUZ NOGUERA

SUAKAI

OREKA TX

DINAMO DANZA

RAKEL RODRIGUEZ ARYMUX

SHAKE it TO SHAPE it! BILBAO 2022

VISUAL THINKING GLOBAL SUMMIT



THE TASTE OF AN INTERNATIONAL DISH: HYBRID & OPEN TO THE WORLD

With the incredible work of **Mara** and **Sven** in front of screens and platforms to connect us online, organized by Sandra. They made it possible and the Summit became a real hybrid experience. We really felt we were all in the same space.



Sven Retore



Mara Callaert



The 2022 Visual Summit in Bilbao has left me with a full head and heart, and hands ready to make a bigger impact in my work and life. My head is now full of new ways to facilitate healthier ways to embrace and navigate differences in the groups, and chart more positive paths forward despite disruption (thanks Ida Castiglioni, Nancy Rademaker and Lisa Lang for that!). And my heart is full of gratitude for the time spent reconnecting with familiar faces and meeting new ones, making fresh memories that will power me through the coming months!

I was also impressed by how the whole event had such a rich feel of Basque culture woven throughout it. It was so inspiring to see the pride that not only Basque people have in their culture and heritage, but also the pride we have as a global tribe of visual thinkers and practitioners. These went together so well! BIG BIG THANK YOU!

Ben Crothers (Bright Pilots HQ)



A DIFFERENT TASTE EVERY DAY

Reflections of the Summit, from participants' perspective

27th July - Landing

Landing at La Terminal, the Summits' venue, felt like entering wonderland. An amazing poster and flags marked the entrance, where a red carpet led to the registration desk through a magic gate. Stepping in from the street we have entered a whole other universe. After checking in and having our photos taken and printed, we could stroll around and explore the new territory: pin the spot where we come from on the world map (It was impressive to see how many people from all over the world were coming to this gathering. A great input to show how important the community is for all of us, that take planes, trains, buses, cars and bikes to see each others after a long time, and also meet new people), put our photo with a little envelope on a tree (such surprises we received the last day), express out intentions and expectations through playing with LEGO Serious Play, greet old and new friends, and nerd out in the Neuland store. There was also a quiet corner for those who needed rest and a calm space to land or to reflect – it should be a must for all such events!

Our first afternoon was all about getting into the groove by immersing ourselves in artistic performances, greeting each other, connecting with the online participants of the Summit and tasting a variety of the special local finger food, the pintxos. I loved how art was such an integral piece of the Summit. Even the entrance into the space itself was curated to allow us to feel welcomed and inspired, from the gratitude tree to the goodie bags to the connections map to the lego goal creations. There was a wonderful atmosphere of celebration, play, curiosity, intention, and creativity layered into



every piece of the programming. I also really appreciated how much Basque traditions and cultures were incorporated into the narrative of the conference. From the metaphors to the music to the group names, these pieces helped remind me of the people and the place that were holding the Summit together which made it even more meaningful.

After the official kick out, we started breaking the ice with some activities. Where we are coming from, years of experience, commitment with community events... lead us to a warm conversation in small groups. Looking backwards... what has been relevant for us in the last 2 years?? It was great to see that many positives things coming up from the pandemic.

To keep the conversations going, we heard the interview to Zuriñe García, chef of the Puente Colgante Boutique Hotel. Great example of innovation and success, without forgetting the origins, the essence and the culture that surrounds the Basque Country. Also we could see how easily she created a new recipe from random products we suggested... that makes me think about the importance of selecting the right inputs and being able to improvise, mix, add some new inputs and leverage a great output!!

And... as an example of a great output, we could try some pintxos while tasting good wine and having cozy conversations with old friends and new people we connected.



28th July - Connecting

Bilbao is an amazing city with so much to explore. A great thing about it is that if you have some endurance, you can basically walk anywhere. This is also what I have done during the Summit: each morning I took a relaxed walk along the river from my Airbnb to the venue. It was the perfect start of the day.

The morning of our first full day was about connecting and sprouting the seeds that we had planted the previous day.

We have listened to amazing keynotes about intercultural communication and about the value of diversity in our polarising world by Ida Castiglioni and Joanna Sell.

For me personally they have been touching talks pointing out the importance of empathy, the ability to ask relevant questions to each other, and to switch perspectives. Not only that, they put together important puzzle pieces in my head: thoughts on how our identities have different parts and layers, how each of us have many stories to tell, not only a single narrative, and how aggressivity and extremity in politics is rooted in fragility and fear. And how to empathize with that? How to empathize with people expressing polarized views?

That is quite a challenge to face. If you would like to dive deeper into the topic, an interesting recommended source is William Perry's Scheme of intellectual and ethical development. (It was part of Ida's presentation.)

Key sentences that made us think deeply:

"What do you know about me?" (any time we enter a conversation, leave all the "prejuicios" behind)

"Inclusion works with empathy!" (try to put on their shoes) Start from understanding backgrounds and environments to be able to create good relationships and collaborations.

"As facilitator, you need to be neutral"

"Who has the chance to speak at the moment? Whose stories do we hear? (this is all about opportunities and inequality (inequidad))"

"You need to start empowering and transforming yourself" (the transformation and the change starts from each of us)

The afternoon was dedicated to **Open Space**: to share knowledge, to have conversations and to harvest learning in several corners of La Terminal as well as in the online space. I have had interesting conversations on forming a vision and scaling my work, shifting from being a freelancer to cooperate

We could "go beyond the paper". We share and got inspired by different alternatives we have as visual practitioners to leverage our work. From lazer cutted boards to build specific atmospheres and experiences, to even paint cars or guitars... we just need to go beyond the limits... dream... and do it!!

**EVERYTHING CAN BE A SURFACE...
YOU JUST NEED TO GO FURTHER
THAN WHAT YOU SEE...
AND CHOOSE THE RIGHT MARKERS**



29th July - Transforming

The third day of the Summit opened with a keynote of Nancy Rade-maker on Digital Futures: From High-Tech to High-Touch. It has been a thought-provoking talk and we have discovered challenges and possibilities, edges and paradoxes through conversations in small groups.

Technology driven society and consumers are nowadays called the 5Is customers: Informed, Intuitive, Impatient, Individualization, Influenced, (I am not sure if these were the right 5Is.). Technology is driving the change but... you know what?? Emotions can not be digitalized... so... there is still a great gap where we can add our value!!

And, on the other hand... we had a great conversation in small groups about the Opportunities, ... , ... , ... of technology... as a result... in the opportunities group we can sum up saying that "TECHNOLOGY MUST SUPPORT OUR WORK AND WE HAVE TO TAKE THE BENEFIT OF IT" and also... that "WE HAVE TO EXPLORE, TRY AND CREATE NEW WAYS... LEAD THE CHANGE in stead of letting the big companies decide what we can do with the existing technology... Do you imagine Visualizing in the Metaverse?? This is closer than what we think!!

The afternoon was full of adventures: half of the on-site group took a boat on the river, the other explored the town and nature around it. We were shaping the experience, in a big **Bilbao Open Space**.

Water experience on Bilboats

The boat was a most enriching experience, from the first moment the crew explained the entire route through the estuary of Bilbao and put us an audio guide explaining in English all the route and curiosities about it, so that all Summit participants could understand it and make the most of the experience. We did an exercise in which we had to draw and describe Bilbao in one word. We were able to transfer this content to the museum and give it visibility.

Nature experience in Artxanda

We went up to Monte Artxanda by a ziptrain. Great views and pictures from the top of Bilbao!!



After some minutes of "freetime" we started an inspirational activity, THE RITUAL:

- Plant the seeds.
- Feel with the ground. Inspire and resonate.
- Emerge and Visualize....
- Make the anchor.
- And pay tribute at the altar.

The rituals are universal, they speak in every single language, they involve cultures, races and thoughts, from all and for all.

Shaping and harvesting all together at Guggenheim Museum Auditorium

We met all again in the Guggenheim Museum Auditorium, where we had a session in the auditorium. During the sightseeing trip each of us received a paper leaf of an oak tree on which we could draw our impressions. These leaves were then collected in the auditorium on two trees. It has been amazing to see the diversity and colorfulness of the group's impressions.

We could hear, learn and get inspired by Miryam Artola Dendaluce and Elena Urizar. Some learnings from their conversation:

1. In every project we need to take into account these steps:

- Understand the purpose, define the result and what to do with it afterwards.
- Prepare the ground, design "whatever you have to do"
- Nurtrish, generate.
- Collect, harvest.

2. "You look to the world with the lens you have". Its your own picture, so it's important to be 100% presence to be able to discern and pick out, WHAT IS RELEVANT FOR ME? AND FOR THE GROUP?

3. "Ser en libertad y dejar ser en libertad". This sentence was metaphorically shown also by Rakel, when she danced and performed "Txorian Txori".

After some free time to rest or explore more of Bilbao, we met again at La Terminal for a real Basque party with music and folk dancing, pintxos, drinks, relaxed talks and/or carefree dancing for party music. It has been another rich and full day of the Summit.



30th July - Acting

Our last morning was dedicated to keynotes of Jackson Araujo on sustainable fashion and of Lisa Lang on creative economy and of European resources.

Then we started to wrap up: we have harvested our learnings, and closed the Summit in an artistic way: with music, dancing, performances and of course pintxos.

The dance piece at the end seemed more energetic, with bright red costumes, fast-paced movements, and breathtaking lifts. This reminded me of flames of licking firewood, igniting a collective spark for everyone at the Summit. We then danced as a big group, coming together one final time to celebrate this incredible event.

I left feeling very grateful to be able to connect with this global family of visual thinkers and for all the love and effort put in to make the Summit possible. I definitely have a lot of thoughts about my personal practice and the broader visual thinking community based on the Summit, new ways we can grow to be more connected, more inclusive, and build more bridges.





THE SUMMIT'S HIGHLIGHTS

My fifth IFVP Summit was a special one. When registering for the summit, I hadn't even looked at the program. Meeting old friends and getting to know new people was my main motivation for traveling to Bilbao. The past times gave me a lot of confidence in an interesting content in advance.

The summit was a big party in many ways: the people, the process and the content!

The enthusiastic reception in several steps was already wonderful. Normally you will receive your name badge and the program booklet and you will be wished a nice three-day event. Here it was quite different with the tree of the participants, the world map and LEGO bricks.

And I shouldn't forget to mention the many hugs and warm greetings from friends and new ones I met in the first minutes upon arrival. The cocktail with pinchos, music and wonderful dance completed the kick-off.

I think the team chose the right topics – every one being quite relevant in this time.

Increasing international collaboration makes intercultural communication of great importance. Ida Castiglioni brought this up in a beautiful scientific way. The influence of technology on our field remains significant. Nancy Rademaker did not let my attention escape from her on-stage performance on this topic. Anyone who denies technological possibilities runs a risk on short or longer term. It would be better to embrace it in a sensible way. Climate change is the greatest threat to the world as we know it. That is why I was very pleased with Lisa Lang's performance with lots of humor. She reinforced my understanding that we as visual facilitators are also needed to tackle this problem.

Presentations can inform you, but it's worthless without giving personal and collective meaning to them. This was very effectively facilitated by the various moments of reflection in small groups.

I cannot thank Miry and her huge team of international volunteers enough for organizing this amazing Visual Thinking Summit. Muchísimas gracias a todos! I had hoped that many more professionals could enjoy this great summit. For this I have high hopes for the next conference in 2024. I look forward to it again!

Jeroen Blijse (The Visual Connection)



The „Bilbao2022visualthinkingglobalsummit“ has been a summit with a „WOW“ effect.

An open summit, beyond the community of Visual facilitators, where the „sowing and harvesting“ has been permanently present in the event.

An agenda full of interesting activities to the sound of an excellent artistic scenography as a conductor.

I felt trapped, involved and happy to participate.

Congratulations to Miryam Artola, CEO of Muxote Potolo Bat, S.L. and his team for making this dream a reality. Chapeau!

Egoitz Bilbao. (Grupo Coproven)





When Miryam Artola arrived at the office several years ago and told us "We are going to organize the next Summit" we did not know what came with us... we started with a worldwide pandemic that stopped us in our tracks and made us have to postpone the event until this one year, 2022. This pause left us time to meditate and rethink what we needed as a society, what we really needed this year as a community. We are not going to say that the road has been easy, it has been a very winding road in which we have been slow and we have seen things happening around us, how the world changed until we reached the Summit. But this has taught us a great lesson: That we must not take anything for granted, that we must think about plan a, b and c, and that teamwork is what keeps us afloat all times. The work from Muxote Potolo Bat with Miryam Artola and Alicia Neff, Kokoteam and all the volunteers has been incredible, and has made this Summit very special.

The experience of being part of the organizing team, of living the summit in first person and having something stirring inside me, of meeting people from all over the world, from which to learn and enjoy good times, They have made this Bilbao 2022 Visual Thinking Global Summit an unforgettable experience.

Iratxe Fernández (Muxote Potolo Bat)



Miryam Artola's magicians and magicians.

Thanks to Miryam Artola's generous heart I had the privilege and honor of being a member of the team that dreamed, thought, designed and launched Bilbao 2022 Visual Thinking Global Summit. We call this great team, with an international arm and another in Bilbao, the Koko Team.

From the international team, in the distance, we dream of a Summit different from all Visual Thinking conferences in the past. The local team, in turn, put the emphasis on logistics, all those details that can hardly be coordinated without knowing the city and the opportunities it offers.

The program was clear, the role of each one too, the logistics were defined and the schedule – enunciated in detail, minute by minute – was ready. All that was left was to travel.

What those of us from „outside Bilbao“ did not know was that the local team (friends and Miryam's nephews and nieces) was a team of magicians. They did their magic by choosing a very charming place on an island in Bilbao, Zorrotzaurre. Bringing a group of local artists of excellence, the likes of Dínamo Danza, Oreka TX, Cruz Noguera, Raket R.R. and Suakai. Offering a very Basque and delicious gastronomy. Creating an exquisite visual narrative and an experience like never before in any Visual Thinking conference, an epic experience. Designing physical spaces full of charm. Giving a warm welcome, every day, to each person. These magicians and wizards cared for every detail with a lot of love and a big smile, always.

Now that everything is over but it still beats strong in my heart, I want to thank each and every one of the people who made Bilbao 2022 for their dedication and love. This Summit would not have been what it was without Miryam Artola's magicians who live in some corner of Bilbao.

Jose Luis Anzizar (Anzizar Consultores)

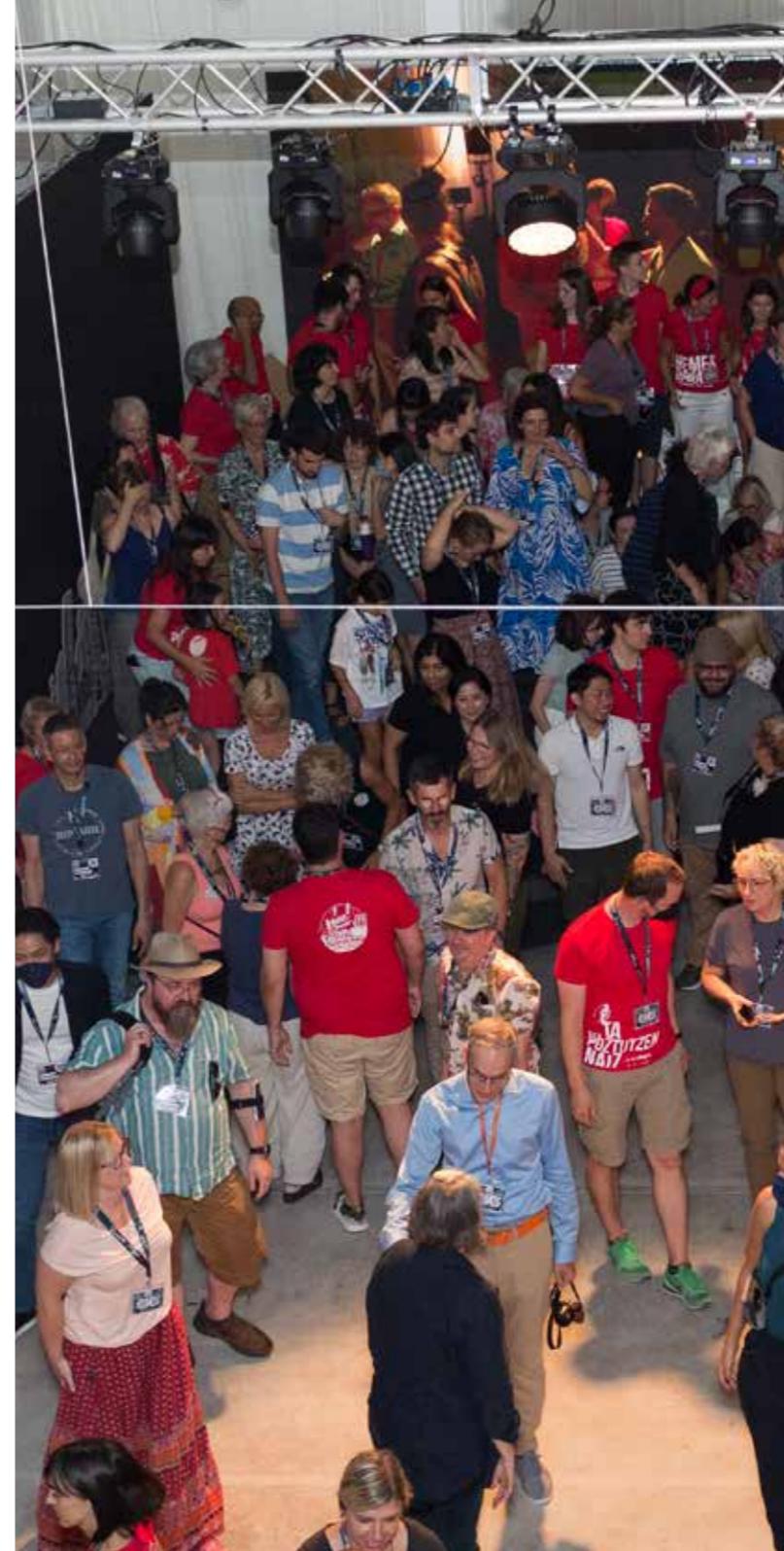


Collaboration, participatory work, open dialog with public and private agents, generative conversations, co-creation of new scenarios in the face of current challenges, fun, empowerment, awareness, union...

This is how I would describe what I experienced and achieved at the Bilbao 2022 Visual Thinking Global Summit last July.

I was clear about the power of Visual Thinking as a common language to develop, align and cohesiate teams, reach shared solutions and commitments, plan together, and generate novel narratives. By my profession, I am particularly interested in how Visual Thinking can contribute to the cultural transformation of teams and organizations. This Summit has been an unforgettable experience for me.

Arrate Iraolagoitia (Equilia)



When you look up or down from the Visual Thinking Summit in Bilbao much is revealed to you.

The view is global and this panorama is extra special because its dimensions already promise to be just as deep as they are wide.

Below the obvious horizon line are the many rich layers of the global visual thinking event. And these began to reveal themselves in Day Two keynote plenaries on cross cultural communications.

Joana Sell and Ida Castiglione spoke and signposted a host of notable landmarks in intercultural communications. All were applicable whether visual practitioners have the luxury of onsite work with clients and partners or, instead facilitate and record from distance.

The GVST summit is itself explicitly hybrid - and the careful attention to bringing the insight and contribution of digital delegates into the event space is admirable.

Both speakers addressed delegates with impact from insight and experience and close attention to the cultural sensitivities we all face in our working lives and wherever in the world we come from. Neither speaker shied away from discussing the real world challenges of health, wealth, economics or politics to the way we act for and with our partners, clients and customers.

You can see some of this richness of the sessions captured in the shared GVST Miro Boards (https://miro.com/app/board/uXjVOutdyvs=?share_link_id=193951319689)

With plentiful mind food provided from an impactful morning, we took lunch for some physical sustenance in the excellent La Terminal event space.

The afternoon started with the full delegate Family photo for all attendees before the start of the Open Space sessions where delegates can take time for reflection and action together and individually.

There will be much to do!

And Day Three will have much to live up to.

Matthew Buck (Drawnlism)



The Summit has been an “atomic” experience of union, cohesion, understanding, multidisciplinary and international: Visual language generates bridges of communication in any space and context. It is the universal language that facilitates the understanding of complex/abstract concepts that we often use in the enterprise: It democratizes them, and allows for that much-desired shared vision!

Nerea Burgoa (ULMA Advanced Forged Solutions)

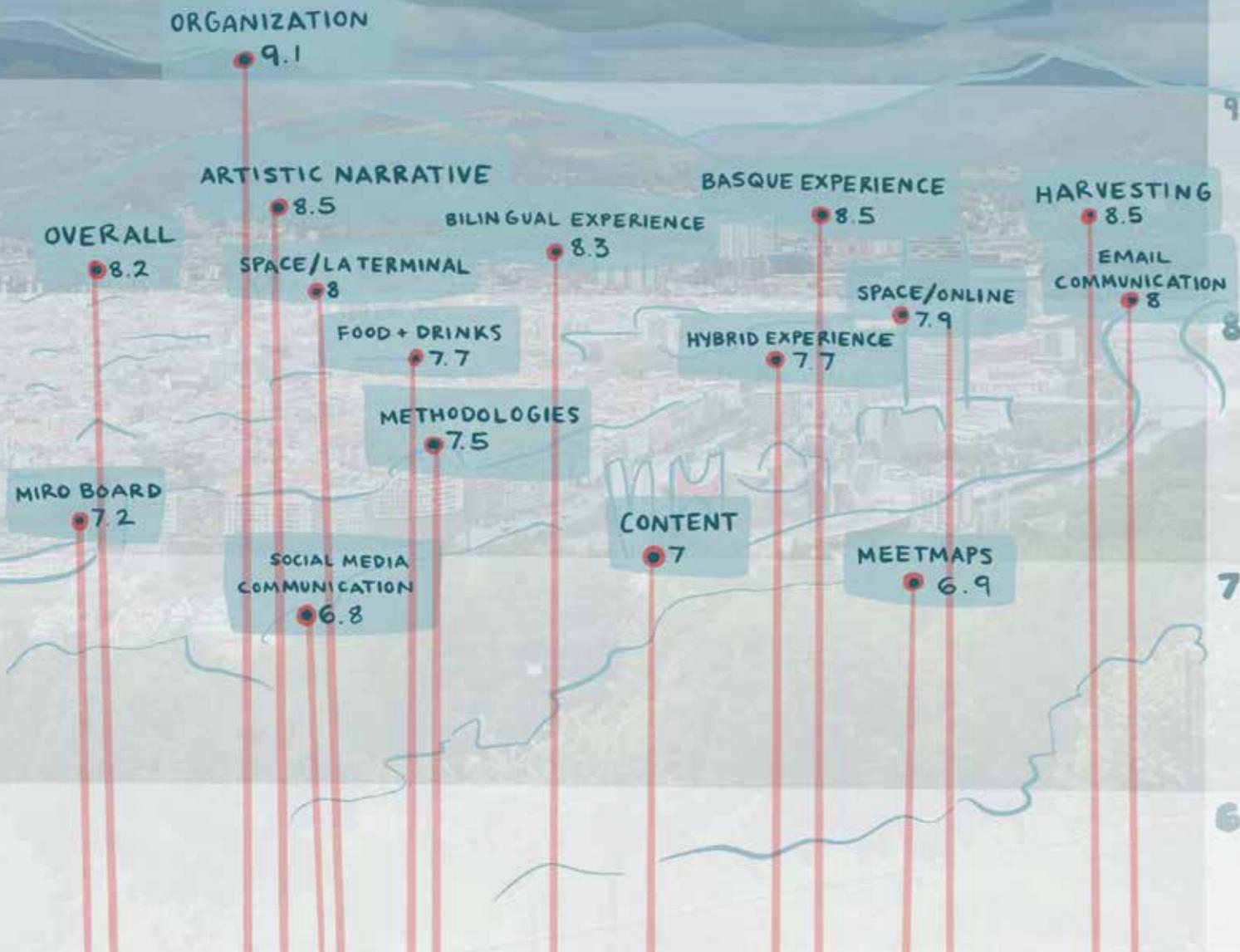
A dear experience on our beloved Bilbao that gracefully held a #globalvisualfamily SUMMIT with the challenge of shaping the interaction of those onsite and online, dancing among Spanish, English and Basque with the magic of Art intertwining.

Holdind a deep feeling about being one of the many different and colorful threads tied as one on an ever-growing net of BIG VISUAL HEARTS. Another step of this collective journey supporting each other, summing up in a melting pot of countless perspectives that build this powerful profession.

Elena Urizar (Visualea)



THE INGREDIENTS: THE SUMMIT IN DATA



To experience Bilbao from Visual Thinking Global summit 2022 was such an inspiring moment. Warm welcome from face to face meet, activities and shared what we learnt during the pandemic. I dub three words; Hola, new friend and inspiration.
Tul Lekutai (Pictures Talk Founder)

The experience of this Summit has not only given me a vision of teamwork but also an aspiration towards what I want to have in the future as a human team. By this I mean that I would not like to have anything that does not resemble the group composed by the organizers and volunteers of this event. A group in which everyone was treated as an equal, had their responsibilities and helped in those duties that did not correspond to them. A complete and compact group, whose functioning was like a machine, each one an essential part of it and whose gears have worked in a very correct way. That is why of the whole Summit I am left with the team, with the work and the predisposition of all the red shirts.

Pablo Neff Medina (volunteer)



A HUGE THANK YOU TO...



THANK YOU to all **participants** - visual practitioners and beyond, from all over the world - for joining us on this journey and becoming the flow - onsite and online!

THANK YOU to our wonderful **shaking impulse givers** : Ida Castiglioni, Joanna Sell, Nancy Rademaker , Lisa Lang and Jackson Araujo for bringing diverse precious outside perspectives into the field!

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Katalina from Artektrashumante who gave us a break in the purest Muxote Potolo Bat style.

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The Hotel Miró, which attended to the needs of the guests and ensured that their stay was as welcoming as possible.

THANK YOU to our **generous sponsors**. Thank you for believing in this collective crazy dream. Thank you for making this first Visual Thinking Global Summit possible: Bizkaiko Foru Aldundia, Ayuntamiento de Bilbao, Neuland, Doble Erre soluciones publicitarias, Bikablo, Izarra Centre, IPEVO, Miro, Euskampus, Cadena Ser-Radio Bilbao, Kunsthal, Guggenheim Bilbao museoa, Puente Colgante Boutique Hotel, Urola Kosta.

THANK YOU to the **European Visual Practitioners** community for your collaboration and support.



AND THANK YOU...

...to our incredible cooking team with the best **international and local** chefs. Our particular team of brave encouraged people, who have cooked this Summit with care, love, affection, work, effort and dedication to make this possible.

THE KOKOTEAM



International **KO**team



Bilbao **KO**team

... and our young volunteers

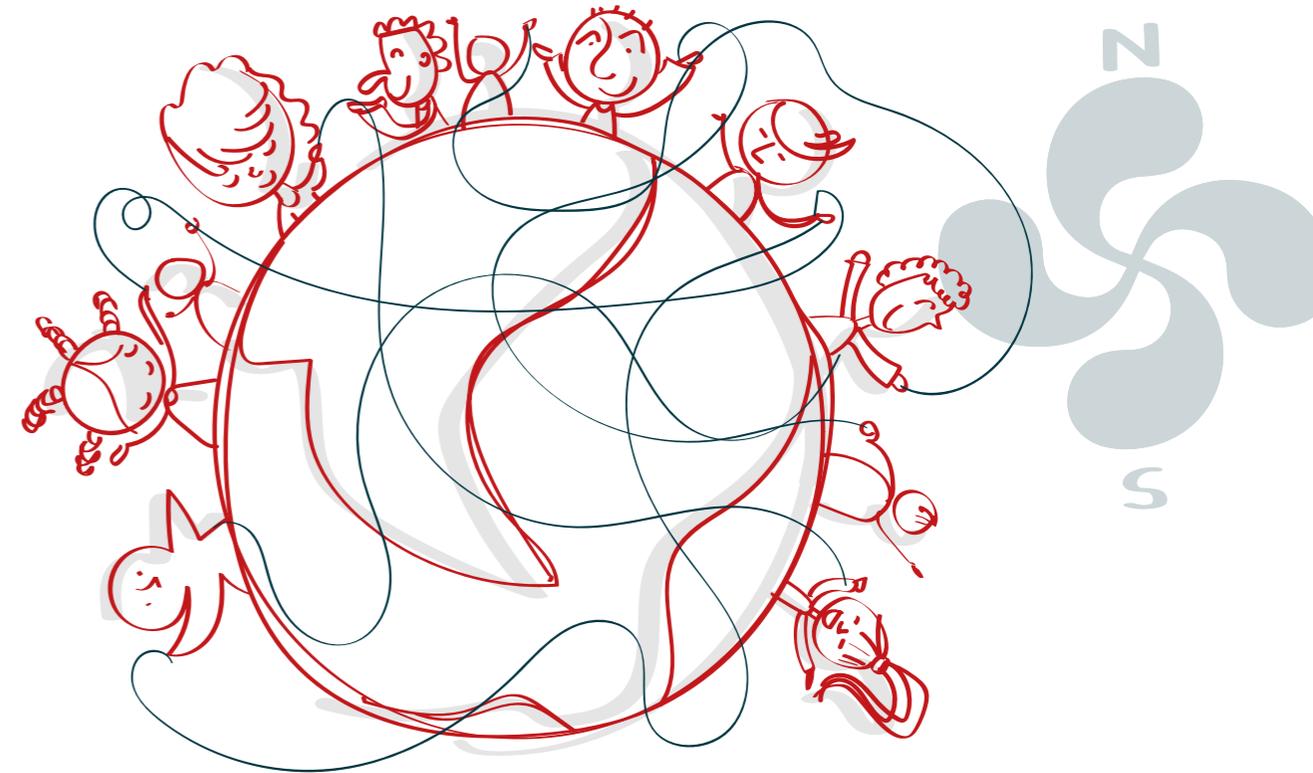


THANK YOU, dear **co hosts and volunteers** of the KoKo-Team led by me, Miryam Artola Dendaluce: Sabine Soeder, Bea Broskova, Elena Urizar, Christina Elise Hemmingsen, Mara Callaert, Sven Retoré, José Luis Anzizar, Mira Bangel, Nynne Nedergaard, Jakob Soeder, Helen Schneider, Álvaro Medina, Arrate Iraolagoitia, Begoña Garros, Cruz Noguera, Danel Alberdi, Iván Felipe, Nerea Burgoa, Odette de la Fuente, Pablo Neff, Pilar Kaltzada, Ricardo Muguerza, Sara Muguerza, Txaro Hernández and Uxue Noguera. for this amazing Co-Creative Experience. You made this also a real family-experience!



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THANK YOU to the **IFVP and IFVP institute** for your collaboration and support, specially to Philip Baakelar, president of the IFVP Board.



After these 2 long years without seeing each other, touching, meeting, embracing, Bilbao our beautiful city welcomed us. More than 170 people we favored a **space**. With presence and epicenter in Bilbao, in the Terminal and connected to the different points of the world from where you also joined us online.

We shook our minds, our hands and above all our hearts. We opened ourselves to **listening**, personally and collectively. We opened **conversations** and created **dialogues and bridges** that ventured new **answers**.

We used **different languages** that opened new **possibilities**.

We created **narratives** that made us aware of our **present**, and we drew paths to co-create a **shared future**.

We created a space for **contribution and change**

And together, together we co-created a Summit that is **YOURS**. And from you, from you, we have made it **OURS**.

I don't have much more to say. Perhaps I can add the words with which we closed the final circle of the Summit: **ESKERRIKASKO!** Thank you, thank you! For believing and betting on this Summit. For making it possible. And for having given so much and so beautifully. Each one from the place where you have participated, collaborated, worked, lived and felt.

ESKERRIKASKO from the bottom of our hearts, and see you soon!

And it only remains to reiterate the invitation to whoever wants to take the argizaiola, already in the hands of the IFVP, to the next team of crazy adventurous people who dare to organize the next Summit in 2024.





& ARGIZAIOLA



goes to...

see you
in 2 years...

**Send your proposal
for the next Summit to IFVP**

