



Summer Refreshers: Making Time for Artful Living

I used to get anxious throughout the summer when it would become difficult to move work projects along. I could feel it in my bones by mid-June, as meetings would become harder to schedule, slowing down the ability to gain a consensus and make decisions. These days I've decided to take a more relaxed approach. By accepting the inevitable and relaxing into a slower pace for the precious eight weeks of New England summer, I've found a deeper connection to all my senses that ultimately add to my work resources.

I live and breathe design and branding, so adjusting my inner pace has allowed room for insights while at the beach, yard sales, or at the harbor watching a sailboat's rhythm on the waves. Finding a yard sale treasure from the '70s brings to mind that brand's journey and I recognize how these products became a part of our lives. The unusual color combinations in a well-kept garden get filed in my mental archives for a future project. Noticing the curious juxtaposition of an elegant silk scarf blowing loose and floating into a puddle after the rain – or watching kids at the ice cream truck negotiate how best to spend their pooled five dollars – offer a lesson in human nature.

I'd suggest giving it a try... you may be surprised with what you notice and how it impacts your sense of well-being. A new and refreshed perspective feeds your abilities to take on all your work challenges. Here are a few ideas to help make room for relaxed, artful thinking and living.

- Turn off your Smartphone or tablet at the beach; close your eyes and listen to the waves.
- Enjoy the colors you see before you and remember why they make you feel relaxed.
- Linger over the smell of a great cup of coffee and warm brioche.
- Feel the rough warmth and comfort of your beach towel as you drip seawater.
- Enjoy a wild blueberry or two while hiking to remember where food comes from.

I'd suggest a sixth sense – our perception of the passing of time. Let go of having to feel productive every minute. Use all your senses to recognize where you are, and BE there. - Cathy Copeland

Copeland Art is a branding and visual design studio based in the metro-south Boston area.

For more information: copelandart.com, or call 781-784-6396.