

Attention as a Product

We specialize in the “next step”.

When?

We help when you're stuck in a catch 22. This is when you have a problem you need to solve, but you can't because of your problem.

We help when you are in uncharted territory and historical data is not enough



Who

For businesses:

We help businesses who struggle to maximize sales. Some worry they lack meaningful marketing skills and fear that they can't continue “business as usual”. They can't see a way forward without improving customer loyalty/retention and the ecosystem in which business must thrive. I don't suppose you know anyone who is worried by these issues?

For communities:

We help people who struggle to sustain the earth and global community. Some worry they lack the creative insight and fear that they can't continue living without improving the complex challenges facing humanity and all life on the planet.

Do you share this challenge?

For artists:

We help talented people who struggle to make a positive social contribution and to get the support for their work that allows them to thrive. Others worry they lack commercial skills and fear that they can't continue creating without improving the financial side of their activities. Is this something you need help to address?



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What?

If you are an artist what does this mean to you?

“The aim of art is to represent not the outward appearance of things, but their inward significance.”
Aristotle

Artist get access to freelance work, opportunities to be included in exhibition events, as well as marketing and sales support to cultivate/grow customer base.

If you are a community what does this mean to you?

“I am only one; but still I am one. I cannot do everything, but still I can do something. I will not refuse to do the something I can do.”
-- Helen Keller

Cultural Fusion keeps you in the loop on opportunities & events (exhibitions, dialogues, and gatherings), new art based solutions to address your needs.

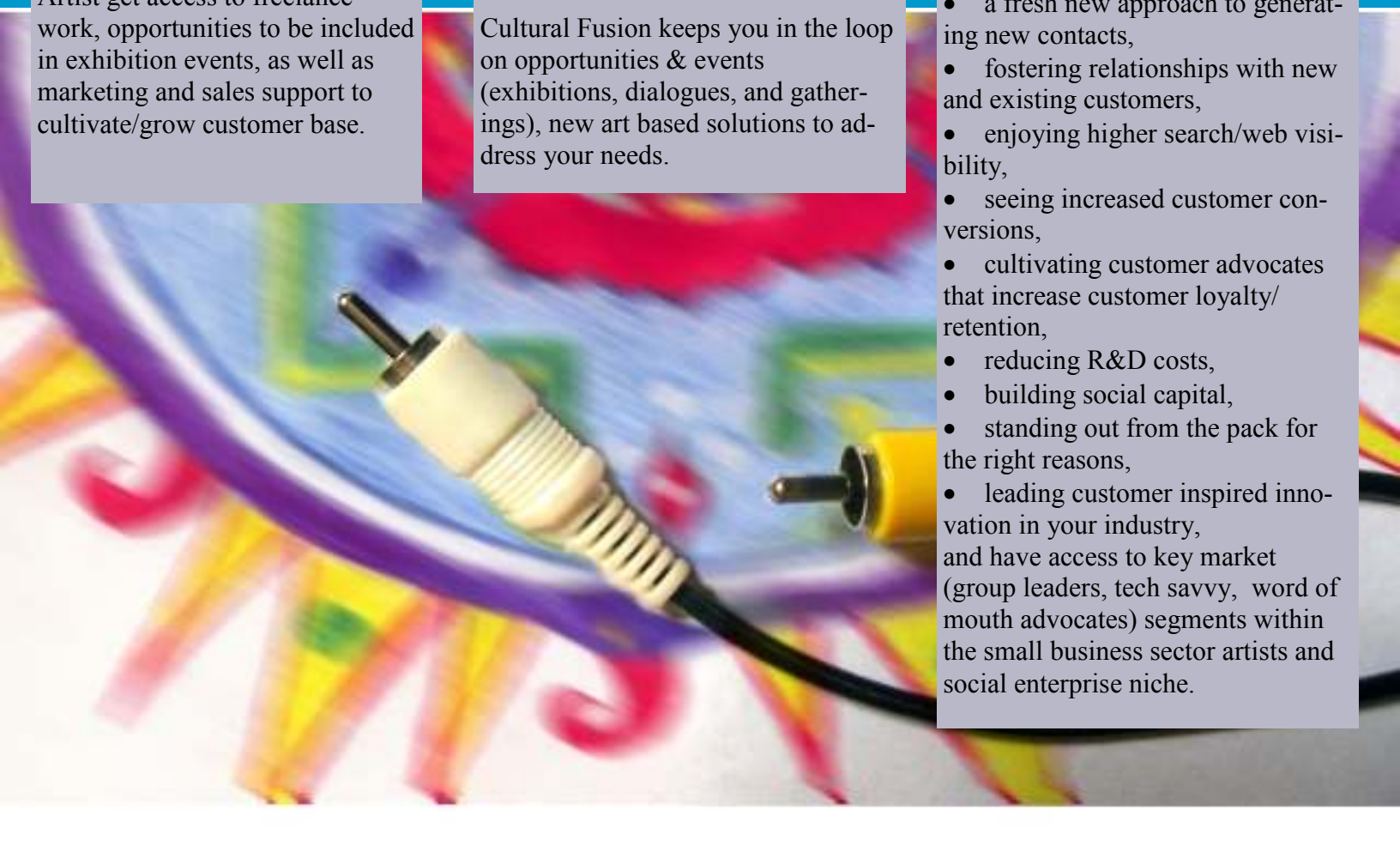
If you are a business what does this mean to you?

“The riskiest thing we can do is just maintain the status quo.”
Bob Iger

Business Sponsors get access to an extensive network of talented individuals, multilateral art based solutions and the Avant Garde of Event Marketing. Our Cultural Fusion events command attention by marrying "art as philosophy" to meaningful marketing

If you share our interest in the following we'd love to hear from you:

- leading the way in setting new standards in CSR,
- a fresh new approach to generating new contacts,
- fostering relationships with new and existing customers,
- enjoying higher search/web visibility,
- seeing increased customer conversions,
- cultivating customer advocates that increase customer loyalty/retention,
- reducing R&D costs,
- building social capital,
- standing out from the pack for the right reasons,
- leading customer inspired innovation in your industry, and have access to key market (group leaders, tech savvy, word of mouth advocates) segments within the small business sector artists and social enterprise niche.



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plug-in

Our Services



1.. Movement from where you are now into the unknown.

“To unknow is to walk back the path from knowing to not-yet-knowing.

Its effect is to unload emotional charge from an idea. A "strong" feeling thus becomes just a feeling.”

Source: [Attention: unknowing](http://www.attention-unknowing.com)

The next step...you don't go there, you float until you unknow.

2.. Movement from the unknowing to “where you want to be”

3. We offer an art based solution or set of solutions, which may include connecting you to someone in our network.

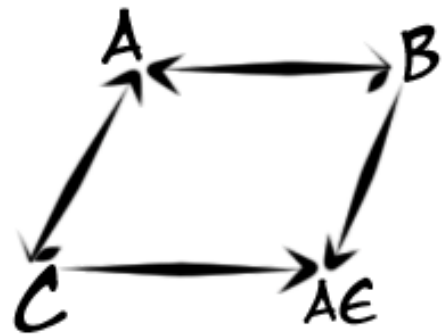
We specialize in artists, communities seeking sustainable solutions, sponsors seeking artist or sponsorship opportunities

A = artist

B - business sponsors

C - community/customer

AE - art based event



Visit <http://webantiphon.com>

Email: [Ron](#) or [Yvette](#)

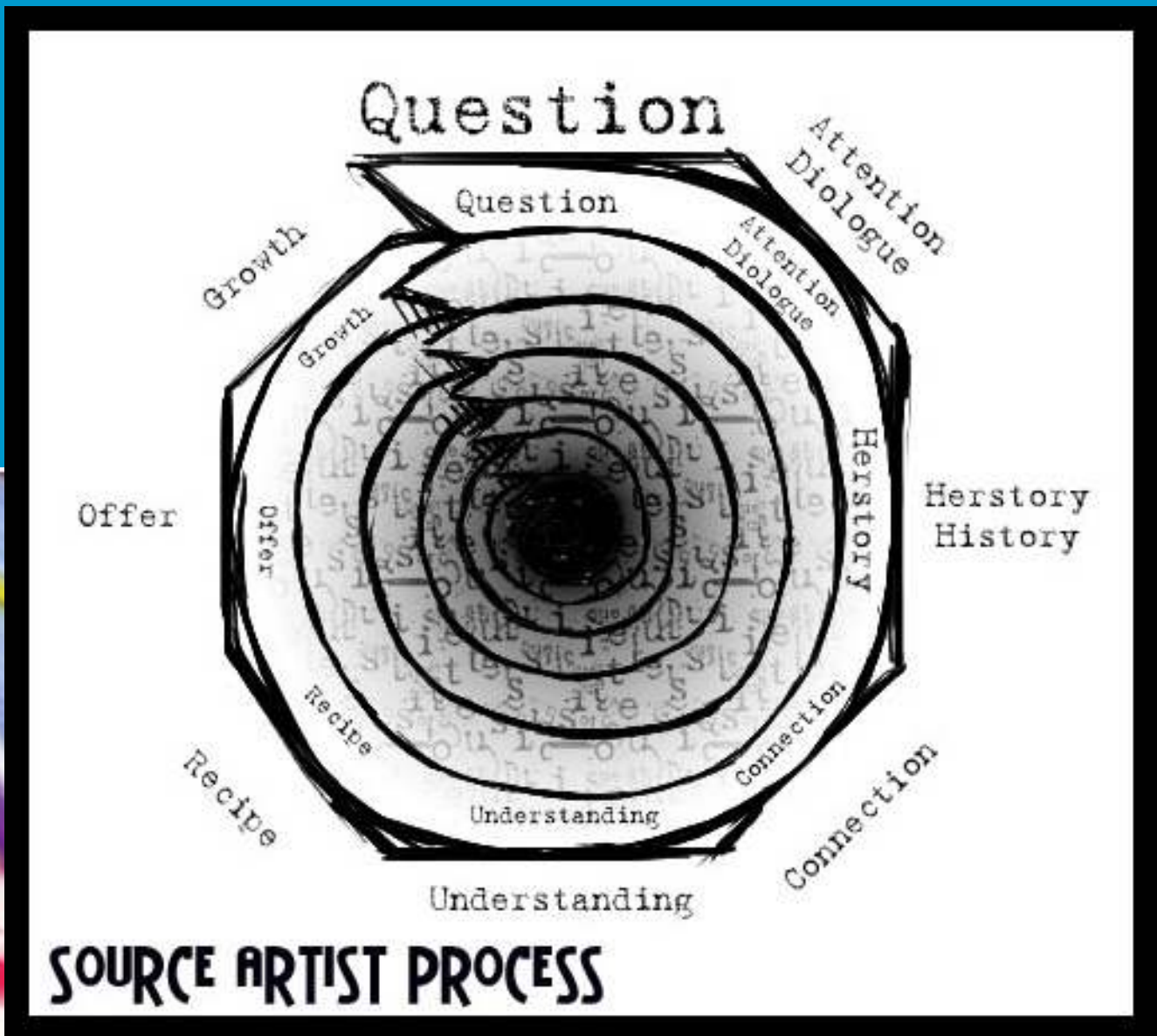
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How?

Our Process

We integrate the male/external and female/internal perspectives to provide holistic multilateral insights and solutions.



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