

IMAGINE

Imagine... How would you describe yourself or another person? Have you ever wondered how your identity could be visualised? It's not that easy, right?

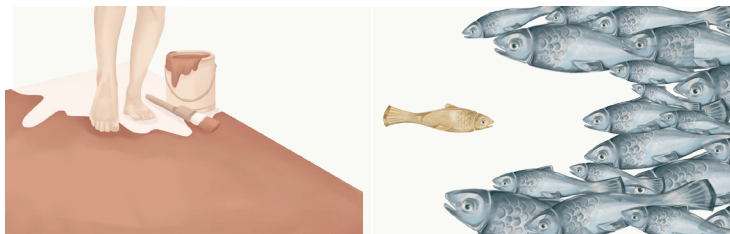
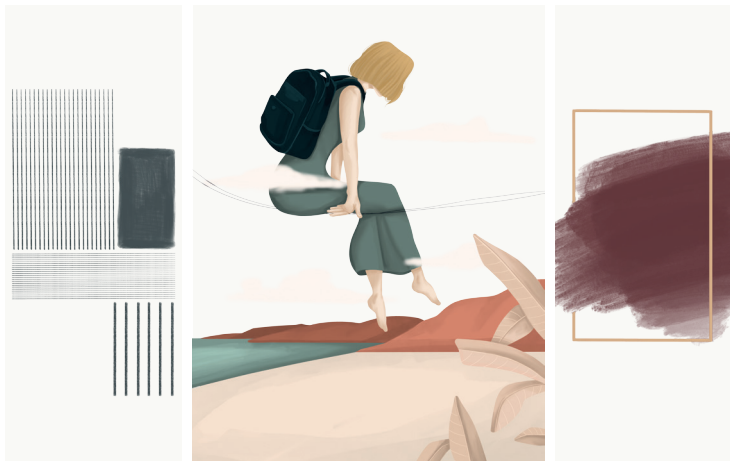
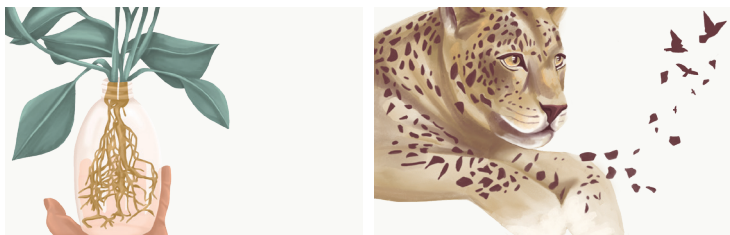
who am I as a *colleague*
who am I as a *daughter*
who am I as a *friend*
who am I as a *partner*
who am I as a *granddaughter*
who am I as a *mother*
who are we as a *team*
who are we as a *company*
who are we as a *culture*
who am I?

**"This game is a conversation starter.
For everyone, everywhere, anytime or anywhere"**

'Imagine Me' enables you to talk about the complicated and intimate subject of identity in a playful and accessible manner. Instead of using words and questions, you use visualisations to start a meaningful conversation about identity.

Who am I as a friend, a partner, a mother, a father, a sister, a brother, or employee? Who are we as a team, as a company, or even as a culture?





WHAT'S IN FRONT OF YOU

'Imagine Me' is designed around visualisations and is meant to provoke open interpretations that will spark deep and meaningful conversations.

This is not your typical game.

It's not about winning or losing. Instead, consider this game a playful tool to unravel visual identities and evoke meaningful interactions.

THERE ARE 99 CARDS

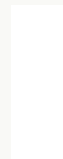
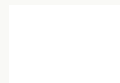
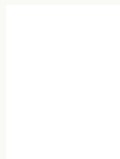
9
Personality
Traits

+

60
Character
Traits

+

30
Colour
Traits



Out of these 99 cards you will compile and build an artwork/ collage consisting out of **7 cards** representing your, or someone else's Visual Identity. You can play this game with two people, in a (small) group, or by yourself. The visualisations will spark inspiration and creativity. They also provide you with the tools to practice self- reflection and discover your strengths and weaknesses.

< Example of a Visual Identity with the 7 cards

HOW TO PLAY?

STEP.1

First things first: **decide your goal**. Who do you want to create an identity for? (See the next page for Game Variants. It might be useful to read these first.)

STEP.2

Build a Visual Identity using 7 cards. Go step by step through the 3 layers on the right (L.1/L.2/L.3).

Explain your way of thinking to your fellow player(s). What thoughts do the cards evoke? In what way do they fit the Visual Identity you're creating? Which words come to mind?

L.2		L.2
L.3	L.1	L.3
L.2		L.2

STEP.3

You have now created a Visual Identity!

Take a picture of your work (check the last page for more information). 

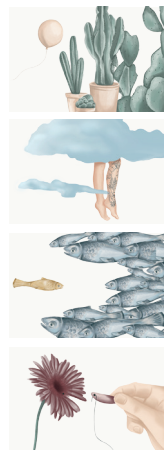


LAYER.1

Choose 1 card

Personality Traits

First, put the Personality Trait cards on the table. Which one represents the Visual Identity you have in mind best? These will be the most realistic cards, representing layer one. Choose (and discuss) which one fits the person/group you are making the Visual Identity for best?



LAYER.2

Choose 4 cards

Character Traits

Secondly, put the 60 Character Trait cards on the table. These cards are less realistic and require a little more imagination. But you've already had some practice with the first Trait! Choose which ones fit best. And remember to get into a conversation about why they're the right fit according to you or your group. Explain and talk about it.



LAYER.3

Choose 2 cards

Colour Traits

Thirdly, put the Colour Trait cards on the table. These are the most abstract cards. Even more of your imagination has to come into play. Which shape or colour fits best and why? Which thoughts and feelings arise when you see these cards?

GAME VARIANTS

There are different settings in which you can play this game. Overall, you and your fellow players are the conductors. Regardless of the chosen variant and steps in the game, remember to keep the conversation going (until everybody has had their fair share of emotions and feelings laid out on the table). Choose from the options below:

The Second Opinion

2 - 99* PLAYERS

Build each other's Visual Identity. When playing with more than 2 people, decide upfront whose identity you'll be going to make (first).

The Guess Who

3 - 99* PLAYERS

THE MORE THE MERRIER

One person is creating one Visual Identity. The rest of the group has to guess who is portrayed and why.

The Mirror

1 - 99* PLAYERS

Build your own Visual Identity; take your time, sort out your thoughts, maybe agree on a time frame (spice up your game). Talk about your Visual Identity and explain why specific cards were chosen. The other players are free to question the chosen cards. You can also play 'The Mirror' by yourself. It might help you to learn more about your own identity.

Who are we?

2 OR MORE TEAMS

OF 2 - 99* PLAYERS

Build a Visual Identity representing your team instead of an individual identity. Instead of thinking about the individual, think about: who are we as a team? And who are they as a team? You can do this with each of the aforementioned game variants (*The Second Opinion*, *The Guess Who* & *The Mirror*), keeping a common vision and mission in mind.

SPICE UP YOUR GAME

Time restrictions

Set a timer for each round or maybe even for completing each layer.

Person out of the Room

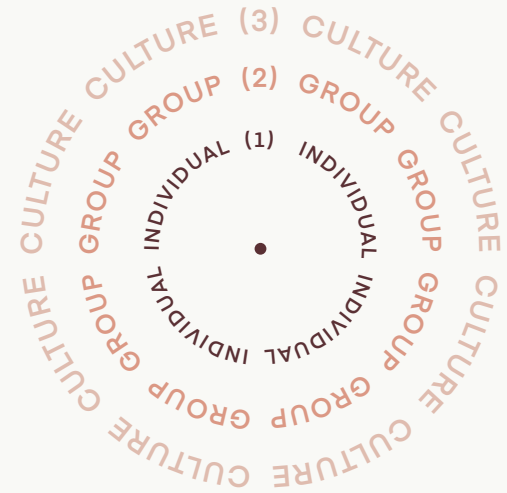
Send someone, or the rest of the team, out to get some fresh air or give them a fun exercise to complete while you compile their Visual Identity (The Guess Who and Second Opinion).



* As long as all players have enough time and inspiration you can play the game with an unlimited amount of people, however there is a limited number of cards (if you need a card twice and don't want to remove a created Visual Identity (👁️) you can always buy an extra copy of the game of course ;)).

GAME INSPIRATION

Until now, different settings are illustrated in which this creative game can be insightful and of use. Some more options to create a Visual Identity for, might be:



FOR A COMPANY

- Company culture (3)
- Brand Identity (small creative enterprise or a big corporate environment) (2,3)
- Team(s) (members/roles) (1,2)

FOR SCHOOL

- School culture (3)
- Faculty groups (2,3)
- Team(s) (members/roles) (1,2)

GAME TIPS / TO GET YOU STARTED

What kind of questions should or could you ask? What are meaningful descriptions that really pinpoint someone's identity?

To help you get up to speed (don't worry, it's not a race ;)) we'll provide you with some stepping stones. Keep in mind that you can use these for describing a Visual Identity.

STARTING QUESTIONS

- How would you describe your state of mind?
- With which personality from your favourite tv show do you identify most? Why?
- If you had to describe yourself in three words, which three words would you choose and why?
- Which specific skills are your strengths?
- What do you find difficult to deal with?
- Which characteristics make for an awesome friend?
- What are your ambitions?

DESCRIPTIVE WORDS

Some words might have a negative connotation, but try to remember that there's no right or wrong answer. And keep in mind that you'll eventually end up with a Visual Identity that can help you understand yourself, your team, or your partner even better!

Some descriptive words that can help >

- Accomodating
- Accurate
- Active
- Adaptive
- Affectionate
- Aggressive
- Agile
- Agitated
- Ambitious
- Antisocial
- Biased
- Bold
- Brave
- Busy
- Calm
- Candid
- Capricious
- Captivating
- Carefree
- Careful
- Caring
- Cautious
- Charming
- Cheeky
- Cheerful
- Closed
- Clumsy
- Collaborative
- Competitive
- Compliant
- Complicated
- Confident
- Cozy
- Creative
- Curious
- Dangerous
- Decent
- Diligent
- Disciplined
- Discrete
- Distrustful
- Dominant
- Dutiful
- Elegant
- Encouraging
- Enjoyable
- Entertaining
- Enthusiastic
- Evil
- Excited
- Expressive
- Extroverted
- Fair
- Faithful
- Fearful
- Fearless
- Flexible
- Foresighted
- Forgiving
- Friendly
- Frisky
- Funny
- Gifted
- Good-hearted
- Grateful
- Greedy
- Happy
- Helpful
- Homely
- Humourous
- Imperturbable
- Impressive
- Inactive
- Independent
- Ingenious
- Intelligent
- Intense
- Introverted
- Inventive
- Invisible
- Irresistible
- Irritable
- Jealous
- Joyful
- Lazy
- Leader
- Light-hearted
- Liable
- Lively
- Lovable
- Materialistic
- Melancholic
- Messy
- Mild
- Minimalistic
- Modest
- Moody
- Musically
- Naive
- Naughty
- Nervous
- Noisy
- Nurturing
- Obedient
- Orderly
- Panicky
- Passionate
- Passive
- Patient
- Peaceful
- Perceptive
- Perspicacious
- Persevering
- Picky
- Playful
- Pleasant
- Popular
- Powerful
- Practical
- Prideful
- Protective
- Quiet
- Quirky
- Reckless
- Remarkable
- Respectful
- Responsible
- Responsive
- Restless
- Rushed
- Ruthless
- Sad
- Satisfied
- Self-aware
- Sensible
- Sensitive
- Serious
- Shallow
- Silent
- Slow
- Smart
- Social
- Solid
- Special
- Spontaneous
- Sporty
- Stately
- Steadfast
- Strict
- Strong-willed
- Stubborn
- Suspicious
- Sweet
- Tenacious
- Tender
- Thoughtful
- Thrifty
- Tolerant
- Tough
- Unmoved
- Unpredictable
- Unreliable
- Vulnerable
- Wild
- Willing
- Worried

Community of creative souls

We like to create a community of creative souls. On Instagram you can share your Visual Identity. Add *#imaginemevisually* and show us your wonderful souls!



It might be interesting to take pictures of the work you've created.

You might be surprised to find that the Visual Identities you've created for someone, or for yourself, change over time. It all depends on your way of thinking, your openness, your empathic abilities, and your state of mind.

LOOKING FOR SOMETHING EXTRA?

Would you like to save your Visual Identity and hang it on your wall? Your creative outburst might enhance and stimulate your inspiration, so it could be worth saving. Mail a picture of your Visual Identity to *imagineme@studiolisa.nl* for more information.

Thanks To

'Imagine Me' would not have met your eyes and hands without the help of Jaap Wijnen, Judit Vilarasau Creus, Daphne Lamberts and my family; Jaap for being the most patient, supportive and listening boyfriend. Judit for being a fantastic friend, listener, art director and overall big help. Daphne for being an amazing friend, creative text writer and continuous support. My family for being the biggest supporters of everything that I do, with my big brother Thomas also helping to communicate the message of the game in the best way possible. And of course thanks to BIS Publishers for this amazing opportunity!

Cheers to more insightful collaborations!

BIS Publishers
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Postjesweg 1
1057 DT Amsterdam
The Netherlands
T +31 (0)20 515 02 30
bis@bispublishers.com
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Text by Daphne Lamberts
Leaflet by Judit Vilarasau Creus
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Concept and illustrations

by Lisa den Teuling - Studio Lisa
www.studiolisa.nl
@studiolisa

ME

My name is Lisa den Teuling, a self-taught artist and owner of Studio Lisa. I'm a Visual Concept Developer, meaning that I'm passionate about translating ideas and thoughts into visualisations that are able to communicate a story, a feeling, or a meaningful message. I believe in making communication, about any subject, visual. It makes it way more approachable and helps to broaden the knowledge and awareness of an important message.

As I find visualisations such a fantastic tool for communication, I wanted to highlight this from the fascinating topic of (self)development and personal identity. In front of you lies a Playful Tool, useful while discovering the depths of the human mind. All illustrations are individually illustrated by hand and contain a lot of love and passion.

I hope that, little by little, I can help to make the world a better, more understanding place. With this game I'm one step closer to reaching that goal. Above all, enjoy and have fun!

Love, Lisa

