

EMPOWERING EMERGING WOMEN ARTISTS THROUGH ANNUAL CLIENT CHRISTMAS CARD

Company name : Workculturati

Activity sector : Autres activités de services

Company category : PME

Description of the action

Workculturati is a boutique consultancy rooted in conscious business practices. In alignment with our core values we believe that promoting Care, Curiosity, Creativity, and Citizenship should be reflected not only in how we work but in who we work with.

One of the ways we bring these values to life is through an annual tradition that blends our commitment to gender equity with meaningful engagement with our collaborators and clients. Each year, we have commissioned an emerging woman artist - so far alternating between talent based in the UK and Luxembourg - to co-create a bespoke illustration for our end of year holiday card.

Context

This simple but intentional practice mirrors our values in the following ways:

Care: We give thoughtful consideration to supporting women-led businesses in industries which are traditionally male dominated, such as the creative industry, where emerging women artists often seek visibility and recognition. This initiative is intended to be a platform to celebrate and share their work with a new audience.

Curiosity: By integrating both original and co-created artwork into our client communications, such as our end of year holiday card, we believe that we are demonstrating the power of creativity not just as an aesthetic choice but as a way to spark curiosity, connection and community.

Creativity: Each year, we have engaged with an illustrator/artist to explore new perspectives and creative or playful expressions that align with our values, fostering ongoing learning and appreciation for diverse talents and cultures.

Citizenship: This practice is our way of fostering meaningful relationships and to promote the spirit of collaboration within our community too. We also platform emerging women artists/illustrators with the intention to foster a cross-cultural dialogue, so far between the UK and Luxembourg. We also intend to seek artists in other countries as we continue to grow and expand upon this tradition.

Objectives

A creative approach to support and promote women-led business initiatives and shine a light on the power of collaboration.

Approach

Each year, we have identified and collaborated with an emerging woman artist/illustrator, discussing inclusive themes that resonate with our community and values. Once the artwork is created, it is featured on our holiday card / end of year communications and shared directly with clients and across our social channels, reinforcing our ongoing commitment to meaningful, values-based engagement.

Impact

Impact: This initiative strengthens relationships with clients and collaborators and inspires joy. We received feedback from a client: “Wow, such a beautiful visual you had, I checked the artist on LinkedIn”. It exemplifies how even solopreneurs or boutique organisations can weave DEI into everyday business practices creatively, i.e. making a tangible contribution to gender equity and creative industry sustainability by promoting the visibility of emerging women artists in different cultural contexts which are important to our footprint.

« To do »

Find ways to support industries you are passionate about, and to showcase stories of impact in your everyday work. Our learning is ongoing and these are some of the things we have become clear about about:

1. Inclusive collaboration

Do co-create the brief with the artist, inviting their input on themes and visual direction. This respects their voice and supports a collaborative process rather than a transactional one.

2. Begin with the end in mind

Do clearly outline how the artwork will be used (e.g., format, distribution, crediting), so the artist feels safe and empowered in knowing how their work will be presented and valued.

3. Celebrate and communicate

Do celebrate and name the artist in the external communications, ideally with links to their portfolio or socials. This supports visibility and affirms the value of their contribution.

4. Foster safe feedback spaces

Do create space for the artist to give feedback on the process after the project ends. This helps you improve and signals that their experience matters - not just the output.

5. Model empathy in communication

Do use the card as a storytelling vehicle that reflects your care for community, especially in complex times. Let it hold space for reflection, joy, or hope - not just seasonal cheer.

« Not to do »

1. Avoid one-Way creative direction

Don't treat the artist as a silent executor of your vision. This stifles creative agency and undermines psychological safety. Seek to contract for co-creation.

2. Avoid assumptions about cultural symbols

Don't assume Christmas-themed imagery or language is universally resonant or appropriate. Stay open to diverse interpretations of "seasonal" or "year-end reflection" messaging.

3. Avoid tokenism

Don't feature a woman artist as a one-off or purely for appearances. Ensure your selection is grounded in genuine commitment and part of a sustained practice.

4. Avoid unacknowledged labour

Don't overlook the emotional and intellectual effort that goes into creative work - especially when it's tied to identity. Recognise and compensate fairly.

5. Avoid last-minute or rushed engagements

Don't engage artists too late in the process. Rushing decisions or deadlines can compromise both the quality of the work and the safety of the working relationship.