

Art is shaping the future.

Art inspires change. The future inspires change. Both represent complex concepts that have this one thing in common, the idea that change is possible and even necessary.

For a young adult, these could be striking realisations. Just finishing high school and embarking onto the next chapter of their life, a person's choices are truly unlimited. And yet, you might feel lost once you enter your twenties. Often called the defining decade, our twenties illustrate the gradual accumulation of responsibilities, expectations, but also dreams. While this transition can make us feel alone and vulnerable, it is almost revelatory to find out that everyone goes through the same initiation process on their way to adulthood.

But what could make the future easier to navigate? For me, there has always been a deep connection between future and art, bringing me constantly a sense of peace and hope. Whether you are thinking of visual art, literary art, or even performing art (I do have a particular affinity for the cinematic universe), they all have a real use in our society. I believe it is a liberating feeling to find inspiration for your near or distant future through these forms of creation.

Life during and after university through the lens of art.

When I moved to London, a dynamic business environment, my aspirations for the future revolved around creating a successful career plan. While there was a multitude of professional opportunities offered by Bayes, I was still unsure of my calling and what experiences would transform me into a better version of myself. Most young people can recognize the constant social pressure of having to decide what their future careers should look like. We tend to underestimate our abilities which leads to a continuous search for validation. Panic becomes a natural reaction once we realise that despite the clues or external advice, we are the only ones in charge of our destinies - "To be or not to be: that is the question" (Hamlet, 1559-1601). Nevertheless, my thought process seemed constantly interrupted by a noisy and cloudy city in which, honestly, I could not see that bright future.

Ironically enough, my hope was restored right in the middle of Piccadilly Circus, famous for its chaotic energy, where I had the chance to listen to a musician and his guitar. While playing a self-composed piece about finding your path, London suddenly became a peaceful and inviting place through the lens of art. My vision about the future was slowly becoming more intelligible. As breakdowns can become breakthroughs, I began to tell myself that "life is like

a box of chocolates, you never know what you're gonna get" (Forrest Gump, 1994). And that was a consoling belief.

Equipped with a changed mindset and confident enough that I will discover my true potential, Bayes *made me an offer I could not refuse* (The Godfather, 1972), more exactly the chance to study abroad for one semester in Italy. This meant not only expanding my academic horizons but also immersing myself into a completely new culture all over again. What Milan thought me more than anything else is that the future is a collective experience. Having the opportunity to form human connections unquestionably amplified the value of my semester abroad. Surrounded by students from all over the world, I discovered that there was something to learn from each one of them. We used to spend hours during the weekend examining life's paradoxes through the corridors of galleries while surrounded by paintings that depicted scenes of love, pain, and everything in between. It was fascinating to see that no matter the artistic movement or theme, art brought people together.

Once I returned to London, my career's prospects changed as much as I did. Now, I was certain that my professional future should be an extension of my passions. Looking for a field that values creativity in the same way art does, I discovered advertising and chose to follow Bayes' Business with Marketing path. If you ask me, a good commercial can truly have the same impact as a painting, their similarities being the careful attention to details, the expression of a belief and the ability to leave a lasting impression on the viewer. Thus, the connection between art and advertising becomes a testament to the power of visual communication.

To conclude...

The association between future and art can take many forms and shapes, suitable for numerous questions we get to ask ourselves during a lifetime. If I would have to choose one fascinating aspect about art, it would be its volatility. As life itself, nothing can always stay the same. But that is what makes it extraordinary, the chance to reinvent yourself each and every day. Nonetheless, I admit that the concept of time will always be a tricky subject. No matter how exciting it is to contemplate the future, we should never lose the joy of the present moment as "life moves pretty fast. If you don't stop and look around once in a while, you could miss it" (Ferris Bueller's Day Off, 1986).

