



Where the Coast Becomes Art.



Shoreline Art Lab

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Shoreline Art Lab

ECO-TOURISM INNOVATION BY THE SEA

Shoreline Art Lab offers **immersive creative experiences** along the Baltic Sea, merging art, nature, and sustainable tourism to engage visitors, inspire creativity, and foster environmental management.



SWOT Analysis of Pobierowo



Strengths and Weaknesses

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- Wide, sandy beach – plenty of space for workshops and small groups of 6–12 participants.
- Natural coastal elements – driftwood, stones, shells, and small marine litter suitable for upcycling.
- Easy access and good connectivity – well-developed road infrastructure and proximity to accommodation facilities.
- Strong visual appeal – dunes, coastal vegetation, and a natural landscape that supports creativity and photography.
- Off-season potential – fewer tourists create better conditions for workshops and more sustainable tourism practices.

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- High tourist numbers during peak season – may disrupt the workshop atmosphere and impact environmental protection.
- Lack of permanent workshop infrastructure – reliance on mobile equipment and temporary setups.
- Limited availability of natural materials in some areas – materials may be collected by other visitors during the season.
- Baltic Sea weather conditions – wind, rain, and low temperatures may cause postponements or cancellations.

Opportunities and Threats

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- Off-peak tourism seasonality – May–June and September are ideal for intimate, small-group workshops.
- Growing demand for creative and eco-tourism – the concept appeals to tourists seeking meaningful and alternative experiences.
- Partnerships with local hostels, guesthouses, and eco-cafés – potential for bundled offers combining accommodation, workshops, and meals.
- Scalability and expansion – opportunities for weekend retreats, additional artistic or photography workshops.
- Visual marketing potential – highly shareable content for social media (artworks, beach settings, creative processes).

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- Weather unpredictability and Baltic Sea conditions – strong winds, waves, or rainfall may prevent outdoor activities.
- Tourism pressure during peak season – other visitors may interfere with the calm and sustainable nature of the experience.
- Environmental protection regulations – certain beach areas may be protected or restrict material collection.
- Reputational risk – improper participant behavior could negatively affect the concept's public image.
- Limited group size – small groups are essential for sustainability but restrict overall revenue potential.

Experience: Art by the Coast

Exploration, Art, Education

- Participants explore the beach to collect natural materials (wood, shells, stones) and found objects for creative upcycling.
- They craft a variety of art: sculptures, installations, collages, jewelry, and paintings inspired by the shoreline and its textures.
- A short educational introduction explains what materials can be collected, how to respect the environment, and how to leave minimal impact.
- Workshops are conducted in small groups (6–12 people) to ensure hands-on guidance and reduce environmental footprint.
- Activities encourage observation, creativity, and a deeper connection with the coastal landscape.



Workshop Activities



Participants immerse themselves in the **creative process**, exploring the beach for natural materials to inspire their artwork. Guided by experienced instructors, they craft unique pieces that reflect the coastal environment. This hands-on experience promotes connection with nature while fostering artistic expression and environmental appreciation.

Accommodation

SUSTAINABLE STAY

Eco-cabins

Our eco-cabins offer a **comfortable retreat** near the beach, designed with sustainability in mind, balancing simplicity and relaxation.

- Small, eco-friendly cabins near Pobierowo, suitable for off-season stays
- Built from locally sourced wood with natural insulation
- Energy-efficient design with low-impact heating, lighting, and solar panels
- Minimal, cozy interiors using natural and recycled materials
- Shared spaces supporting rest, creativity, and social connection



Adventure

Discover hidden coves and stunning landscapes, fostering a unique connection between art, nature, and the beautiful Baltic Sea.

- Explore hidden parts of the beach: rocks, dunes, and secret coves
- Mild thrills from balancing and moving carefully near stones and water
- Hands-on experience collecting natural materials safely



Environment

Embracing Zero Waste and Community Engagement



- Zero-waste approach and minimal impact on the beach
- Upcycling collected materials = cleaner beach + creative projects,
- Hands-on eco-education: participants act in harmony with nature,
- Use of local, natural, and recycled materials in cabins and activities,
- Energy-efficient design with low-impact heating, lighting, and solar panels.

Brand

- **Slogan:** “Discover, Collect, Create – Respect the Coast”
- **Target Audience:** Young adults (20–35) – creative, curious, and experience-oriented travelers; slow tourism & eco-conscious travelers (30–50) seeking mindful, sustainable experiences; International visitors looking for unique, alternative experiences on the Baltic coast
- **Brand Identity:** ***Typography:*** modern, clean sans-serif with subtle artistic accents; ***Values:*** Creativity and sustainability rooted in respect for nature, mindful exploration, and minimal environmental impact.; ***Voice:*** Calm, reflective, and educational, encouraging curiosity without being preachy.; ***Purpose:*** To reconnect people with the coastline through creative practices that foster care, awareness, and respect for the environment.



Business



Revenue

- paid workshops
- cabin stays combined with creative experiences
- brand and cultural partnerships
- sustainability-focused grants

Growth Potential

- expansion to other coastal locations
- longer creative retreats
- educational programs for schools and universities
- international pop-up workshops

Risks

- strong seasonality and weather dependency
- environmental regulations on material collection
- small group format limits the scale and income potential
- maintaining sustainability values while growing

Let's collaborate!

Shoreline Art Lab is a creative coastal tourism concept based in Pobierowo, on the **Polish Baltic coast**, combining **art workshops**, beach exploration, and **sustainable** travel. Participants collect natural materials and selected marine litter from the shoreline and transform them into artworks inspired by the sea, contributing to beach cleaning and environmental care.

The experience takes place outside peak season and is supported by small, **eco-friendly cabins**, offering simple, comfortable accommodation with minimal environmental impact. A light adventure element is added through exploration of less accessible beach areas, creating a sense of discovery without extreme risk.

By connecting **creativity**, **nature**, and **slow tourism**, Shoreline Art Lab offers a unique, memorable alternative to mass coastal tourism and responds to the growing demand for meaningful, sustainable travel experiences.

Shoreline Art Lab - Where the Coast Becomes Art.

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