



Emma started her professional career as a commercial dancer, which saw her playing many roles including being a CanCan Girl in The Legionnaire movie with Jean Claude Van Damme, dancing on TV shows such as Top of The Pops and MTV, to being in music videos for the likes of Pulp, Enigma and the Nightcrawlers. She was also frequently cast as an actress and model in TV and print commercials for household brands. The highlight of Emma's performing career was being cast as a band member in the Top 10 German pop group, Heath Hunter and The Pleasure Company; their major hit in 1996, 'Revolution in Paradise', took them on a year-long TV and concert tour across Europe.

In the 2000s, back in London, Emma founded a talent agency and live production company, gaining an impressive roster of clients including BP, Givenchy, BT, Marc Jacobs, T-Mobile, Sony, MTV Europe and CK. She also owned a 3000-piece costume collection, which was curated by the costumer designer from the Monty Python movies. Sadly, Studio Boardman was forced to close its doors in 2008 as the global recession made it impossible to continue trading.

The next stage of Emma's career saw her turning motherhood into a nine-language Amazon Original language learning programme (Bambini Lingo) for preschoolers, and establishing herself as an International Children's Songwriter.

2022 brings a new wave of creativity for Emma and some of her proudest work to date. "If you want something, keep asking the right questions! Someone, somewhere will have the answer you're looking for." Emma Boardman

My True Path to Creative Freedom

with Emma Boardman

Creative people have a certain energy surrounding them. They tend to put their whole heart into what they expend their energy on. They pour passion into their creation and spread energy to others when they see what they have created. Creative people have the most wonderful knack of rubbing their energy off on anyone who is receptive. Trust me, it's captivating and contagious and this is exactly how I felt when I met Emma to talk about her creative journey and how, with a heart full of fire and a daring spirit, the sky has become her limit.

Hi Emma, can you begin by telling us what being creative means to you and how would you describe yourself to our readers who don't yet know who you are?

To me, creativity means FEELING ALIVE. If I have a day where I'm not sparkling with ideas and the creativity isn't flowing, I feel disconnected from myself - properly discombobulated (my favourite word, btw).

I love to express myself creatively, through my clothes, my environment and by putting new things out into the world. I'm a highly energetic person, bursting with unlimited imagination and bundles of optimism. I'd also say that I'm probably one of the most honest people you'll ever meet.

You've owned a few creative businesses in the past which unfortunately didn't work out and you had to stop. Can you share with us what happened and what experience you came away with?

My first business was a talent agency and live production company that closed in the 2008 recession after six years of trading. It became necessary for companies to show a certain level of austerity and that meant our lavish and expensive parties were OUT!

Closing the company was an isolating and emotional time; I discovered who my true friends were and it was only later on that I could appreciate it for the invaluable learning experience it was. I'd ridden the highs of the early success of the company, we'd had exponential growth year on year with repeat contracts from leading luxury brands and blue chip clients. I naively assumed we were immune from ever running into financial problems.

I definitely learnt so much more from going wrong than I ever learnt from going right! After that, I took some time out and settled into my new role as a wife and mother - two roles I wouldn't have considered previously, as succeeding in business was my main focus, and having a baby sounded highly inconvenient!

I was keen to bring foreign languages to my son and, with nothing available locally, I decided to start my own preschool language club. Bambini Lingo started as a mum and baby language class, and I went on to write an album of original nursery rhymes that Amazon bought as an Amazon Original, in nine languages.

We acquired several shareholders and they unanimously voted for us to roll out a global franchise programme starting with the UK and Europe. However, that thing called 'COVID 19' coincided with our franchise expansion plans. In-person classes were no longer an option, so although some of the team were great on camera, the majority opted to close their branches. I felt the weight of the business on my shoulders and the pressure started to take its toll.

Soon after, I woke up in hospital with a serious sepsis infection on my solo kidney, which was the wake-up call I needed to change my way of living and doing business. I stepped away from my business obligations with a new number one priority: to focus on my health and wellbeing.

Note: This business still has franchisees in Mallorca who continue to fly the flag for Bambini Lingo, and we are now seeking a company who'd like to acquire the rights to the brand and music and to continue to share the magic of languages with preschoolers. >>

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Witnessing people transform their lives and businesses into more creative and magical spaces is radically rewarding.

Like many of us who are going through big changes to realign our dreams, vision and passion, you decided to work as a consultant. What made you do that?

I've always loved helping others shine brighter; it makes me sad when I see people living compromised and unfulfilled lives. I've always given out advice to friends and adore seeing others light up when I've given my fresh, honest perspectives on their businesses. It was my gorgeous partner who suggested that I seemed to love doing this so much, so why not make it official!

My work as The Level Up Queen has probably been one of the highlights of my career so far. Witnessing people transform their lives and businesses into more creative and magical spaces is radically rewarding.

Maintaining a level of focus and creativity is difficult and it's natural to have moments when we feel uninspired to create. Have you got any tips or advice to help stimulate the creative output of our female entrepreneurs to generate ideas that are both unique and original?

Tip 1. Don't worry about moments of creative block, just settle into a happy and relaxed state, play some music,

tidy your desk, grab a drink, or just do something that makes you feel good.

Tip 2. A change of setting can bring us back to creative flow; get into a bustling cafe or spend some time in nature.

Tip 3. Power nap - anything from 5-24 minutes is an instant reset and it works like magic!

Don't forget to ask a good question just before you close your eyes. Our subconscious mind is brilliant at bringing insights when we are resting, especially if we've been deep in some critical thinking beforehand.

Tip 4 - Do some mindless movement - clean the house, go for a walk, do the ironing - these are brilliant tools for stimulating creative flow. It's amazing how the ideas drop in when you're not trying to think about them!

You asked how we can generate ideas that are both unique and original? Great question! I like to look at things in different ways, inside out, upside down, take that thing from over there and use it over here...

Inspiration is everywhere, in everything - I believe an abundance of ideas are floating around in the air like bubbles and it's only by being present, aware and connected to ourselves that we notice the opportunities around us.



Our plan is to develop a cult creative brand where we can be all the things we've ever dreamt of.



A boost in creativity and imaginative thinking can do wonders in leading to new projects, to innovation and even new collaborations ...which is where you are now. Tell us more about your exciting new business venture. How did it come about and what's the vision for KiSS KiSS BANG?

In January 2022, I read 'The Artist's Way' by Julia Cameron. Julia is amazing - she inspires you through a series of tools and exercises, to break down the creative blocks and limitations we've had placed on us by society.

I finished the book, bursting with new ideas and a fresh boost of confidence. I boldly announced, "I'm going to launch a fashion collection, become an artist, write a book and start a movement to inspire people to live more abundant, joyful lives."

A few weeks later, I was on a discovery call with a new consulting client, and while looking through some of his work I found myself blown-away by his creative style and artistic visions.

It was unlike anything I'd seen before and felt very complimentary to the new ideas I wanted to implement.

Colin and I decided, then and there to collaborate, we trusted our intuition and felt fully aligned and ready to bring our collective visions to the world through our new creative playground - KiSS KiSS BANG!

Our plan is to develop a cult creative brand where we can be all the things we've ever dreamt of, with no limits, whilst inviting others to come and play too!

Hot off the Press! Here's the scoop... "KiSS KiSS BANG!" is an ART & FASHION house based out of Palma de Mallorca.

Our interests are: fine art, furniture, fashion and culture. From NFT's to music... Apparently, we'll kiss and bang just about anything.

We both see lots of room for disruption in this new frontier we all live in. Plus, we see good in bad, and with every perceived misfortune awaits an opportunity.

KiSS KiSS BANG is a fresh approach to creative and artistic spaces. Giving back to the community through brave action and a platform to raise consciousness. All the while building a world-class fashion and art house along the way. #watchthisspace.



You mentioned earlier that you've learned a lot from your previous businesses. What's going to be different this time with KiSS KiSS BANG?

Firstly, I am so much more self-aware this time around. I dived into self and spiritual development after my divorce four years ago, which became a pivotal moment for my transformation and growth.

I finally understand what it feels like to be aligned with my true self - I know who I am, I know what I stand for, I'm clear on my values and I know the kind of people I want in my life, and the ones I don't.

I'm still embarrassingly ambitious, but I'm never again going to do anything that feels bad or compromises my health or values.

Why is it important for you to create a legacy? What is it that you want to leave behind?

Every day, I still see things that could be better, more fun, more exciting, more relevant, more woke, edgier, fresher, sexier, cooler - and I want to leave as many things as I can possibly manage in my lifetime.

We can't wait to see KiSS KiSS BANG flourish and grow and wish you the best of luck. ■

Emma Boardman
COMMUNICATIONS

