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CARLA CAMMILLA HJORT

ART REBEL

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*“I have always had an understanding for business and I have always been interested in entrepreneurship.”*

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The lives of some people are simply more amazing than others. CEO and founder of the Danish art community, ArtRebels, Carla Cammilla Hjort, has dancer, DJ, writer, film director and Osho Rebalancing therapist written on her business card and she is only 35 years old. We met her to get her view on Copenhagen, entrepreneurship and the art of daring to make life fun.

WORDS LOUISE TAARNHØJ PHOTOS PETRA KLEIS MAKEUP AYOE NISSEN

**A**rtRebels' office is located on Nørre Voldgade, in the middle of Copenhagen. This is typical for the creative community - being in the middle of everything. Where it all goes down. Where the hipsters become hipsters before any of us even knows the meaning of the word.

“I have always had a huge network of creative people around me. The things that drive me the most in my work are inspiring people and having fun”, Hjort says. “I’m very ambitious about Copenhagen and the possibilities that the city presents. It was my

goal to create a community where all kinds of creative people can meet across branches and backgrounds, and I think we’ve succeeded.”

Success is one of the first words that come to mind when talking to Carla Cammilla. All her life, she has done what her passion and curiosity drove her to do. When she was 18 years old, she decided to travel the world for two years and go where her mind and heart led her. She studied as an Osho Rebalancing therapist in India, which fuelled her spiritual side.

“That experience was amazing in every way and it developed my entrepreneurial side a great deal. I think that the trip around the world gave





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me both ballast and balance in my life. It made me able to trust myself and my ability to succeed at a very early age”, she continues.

Returning from the trip around the world, Carla Cammilla didn't quite know what she wanted to do with her life. She had always loved writing and so she entered a short film manuscript contest for the Danish newspaper, Politiken. That experience convinced her to go to Ebeltoft to study film, only to realise that she didn't want to be a film director. No, it was the music that had caught her ears. She went to the bank, borrowed a lot of money and bought herself a couple of turntables.

“I practised a lot in my living room. I arranged a party where I invited all the right people. One thing led to another and suddenly I was part of a DJ-duo, The Doll & The Dyke, playing almost every weekend,” she says. “The DJ-ing led to the electro-duo Faggot Fairys, which became a big success. We had a lot of fun with that project for a couple of years and it was also just before this project came to life that I actually started ArtRebels.”

### **To help and to have fun – that's the goal**

The long, endless list of things that Carla Cammilla has done is quite breathtaking and it seems like everything, that she puts her mind to is bound to succeed.

“I have always had an understand-



ing for business and I have always been interested in entrepreneurship. On my travels, when I was younger, I found calmness within myself, which I have been able to use a lot in my work”, Carla Cammilla says. “For me, work has always been about creating something meaningful and helping others develop their talents. Everything I do just leads up to the fact that I seek to have a fun and meaningful life.”

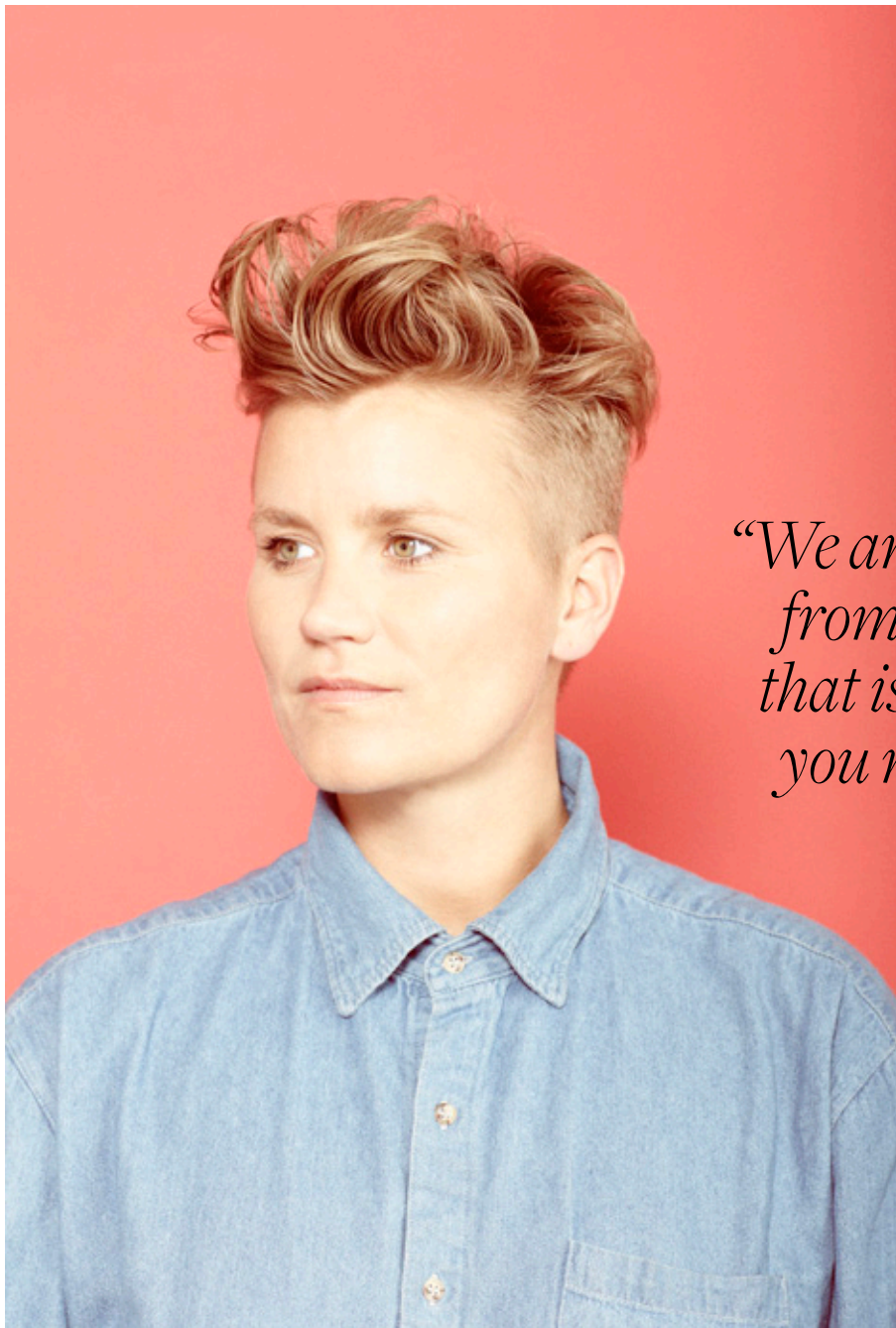
ArtRebels started out as a small project – an idea and a passion. Today, it has over seven employees and many more freelancers working with culture in a variety of forms.

“I have found some extremely lovely and skilled people who, like me, have a need to do something meaningful with their lives. We are very different from each other and that is essential when you run a business. We each have a passion, whether it's economics, art, technology, IT or marketing. The important thing is that we all work for the same cause; to make ArtRebels a community for all areas of art to meet and exchange ideas. We work together every day to make that happen and that is a huge privilege to me.”

### **Copenhagen – a place for creative entrepreneurs**

It is no coincidence that ArtRebels are based in Copenhagen, the city where Carla Cammilla grew up and still lives. Even though she travels often to gather inspiration, working in Copenhagen is a passion in itself.

“Once a year I travel to Ibiza where I meditate, exercise and clear my thoughts. It is pure medicine for me and I use that trip for inspiration. I also travel to big cities, such as New York, once a year. That city is very inspiring. It is so alive and full of creative subcultures. I bring that home with me in the form of ideas and projects that I would like to realise here in Copenhagen”, she says. ☺



Even though Copenhagen, in many ways, is a first mover when it comes to supporting art projects and entrepreneurship, the city still lacks a few things, especially when it comes to making use of urban spaces for cultural events.

“Copenhagengers could easily be more open to each other and not be so afraid of rejection. But what we could really use more of is the exploitation of our street spaces, open areas in the city, and our many, deeply talented architects. We need more installation art in the city – to make use of our beautiful spaces and create something interesting,” Carla

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Cammilla explains.

Having said that, Copenhagen is still a place that Carla Cammilla enjoys showing to her foreign friends.

“I am proud of Copenhagen because there are so many possibilities for entrepreneurs. The city is full of creative people, and I really want to create the best conditions for them. Every time I have visitors from other countries, I show them the underground movement in Copenhagen where all the fascinating art, music and film is being created. It’s not even difficult to find those places – you just have to ask around on the streets when you get here, or visit our website for advice”, she smiles. **W26**



## ABOUT ARTREBELS

ArtRebels is a creative community founded in 2006 by Carla Cammilla Hjort. They work with, among other things, art, branding, film and music production. Their mission is to create, promote and support extraordinary and creative projects by providing opportunities for young entrepreneurs and artists. This mission has manifested itself in many forms: the branding and event agency Rebel Agency; the Arts and Music Festival, Trailer Park Festival; the entrepreneur platform Rebel Academy; the online community ArtRebels.com, and countless other projects with external organisations.