

FOUNDRY

SPRING

AT

THE INSPIRED FOUNDRY

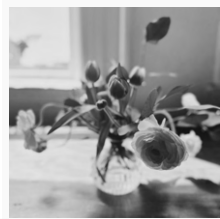
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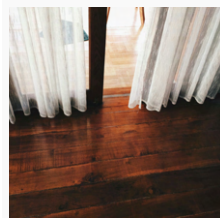
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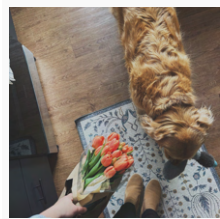
welcome
ideas for days



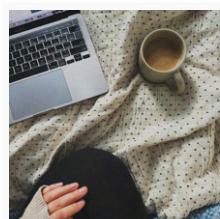
the studio
freshly revamped for spring



spring artist residency
is it time to finally do the damn thing?



cartography
for those brave enough to wonder, *what if?*



the mapping table
find out what idea mapping is all about

YOUR IDEAS ARE NOT A LUXURY.
YOUR CREATIVITY IS NOT A HOBBY.
YOUR DREAMS ARE NOT FRIVOLOUS.

WELCOME

Karla Peters

CREATIVE CARTOGRAPHER

*I help thoughtful creatives decide
what to build and stay with it long
enough to make it real.*

(read: I help you make shit happen)



The question that plagues me daily:

Is now really the time?

There is entirely too much going on. So much is unsettled. There is real hurt, pain, and grief. Our attention is demanded in so many places all at once.

The hesitation to move forward with *anything* makes so much sense. We're in protection mode; survival instincts are kicking in. And we tell ourselves that we'll return to our ideas when things feel calmer, more stable. But what if that moment never actually arrives?

The problem isn't that *now's not the time*. It's that you'll be waiting for the world to feel safe before letting your ideas live.

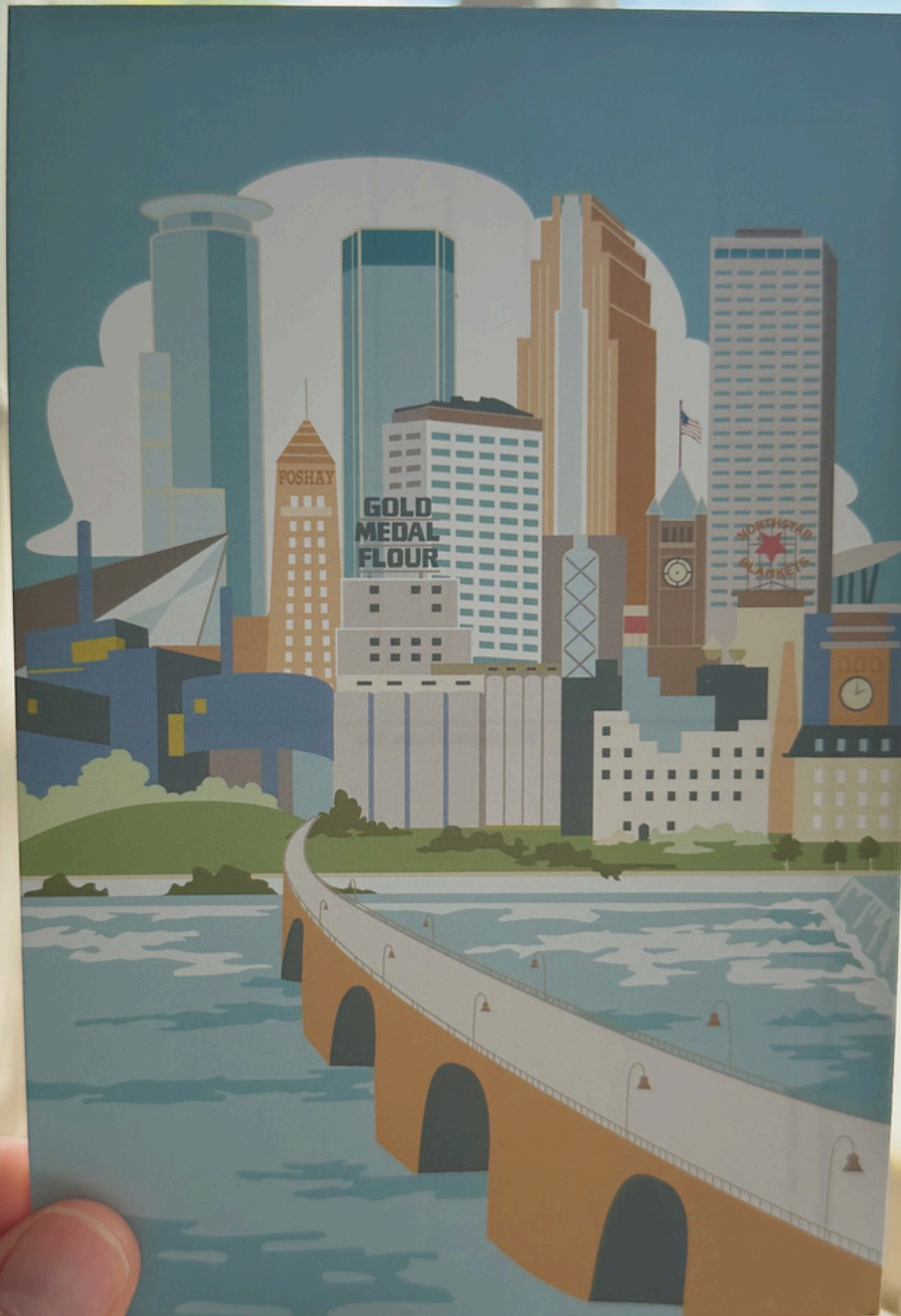
And what if — what if — the work is to find ways to make something beautiful, right here in this season?

Creativity doesn't need to wait for permission. It's literally designed to exist inside of messes like the one we're in now. When you believe "now isn't the time," you keep refining over and over again. Delaying commitment of your idea in favor of gathering inspiration. Protecting your idea until it's "safe". Sometimes it might feel wise, but in reality, it's eroding your momentum.

Making something beautiful in spite of it all isn't avoidance or ignorance, I promise. It's an act of devotion to your own human life.

This spring, we'll name what you're actually building (and not what you think you should be, either) and design a plan that honors both the idea and the life that has to carry it.

If you've been waiting for the "right time," this is your invitation to stop waiting. Start making something beautiful anyway.



GOOD TO KNOW:

7% OF SPRING REGISTRATIONS WILL GO
TOWARD RENT RELIEF FOR FAMILIES IMPACTED
BY ICE HERE IN MINNEAPOLIS.

*I want to make it easy to say yes your ideas while also doing a
tiny bit of good right where it matters.*

A vertical photograph on the left side of the page shows a wooden table. On the table is a white cup of coffee with a latte art design, a small notebook with a pen, and a glass. The background is blurred.

SOME REASONS WHY CREATIVES HANG OUT AT THE INSPIRED FOUNDRY:

(literally copy/pasted these from my intake form)

Navigating a new season of life and **trying to create something that is meaningful**

There are so many things I want to work on this season but I know I need to narrow it down.

Community, ideas, and momentum

Here for **accountability** and having others that believe in my idea so when I'm considering quietly slipping out the back door, there are people who care about me there to gently drag me back to my "why". :)

I need space and accountability to work on my first book.

Staying in the Studio because it's an incredible space to be **human, to create and to feel empowered!**

I am so busy helping my clients and don't focus on my own business enough. I thought this would be a **good opportunity to work on some creative things for me.**

we're your people – come hang out with us



THE STUDIO

AT THE INSPIRED FOUNDRY

A SEASONAL DIY ARTIST RESIDENCY
MEETS
CREATIVE CO-WORKING CLUB



For self-led creatives who are tired of good ideas gathering dust. Get shit done and move through the messy middle with structure that actually fits your life, a community that gets it, and access to the creative direction you'd normally pay specialists for.

You know what you want to work on this season. You just need a space that will help you actually do it.

WHAT'S INSIDE:

Group mapping call to design your idea & make a plan

Monthly workshops on navigating creative decisions and momentum

Weekly virtual co-working sessions (morning and evening options)

Resource library with tools, templates, and recommendations

SPRING ACCESS BEGINS MARCH 2
RUNS THROUGH MAY 31

GROUP MAPPING CALL: TUESDAY, MARCH 10 AT 10AM CT

[LEARN MORE & REGISTER HERE](#)

Spring ARTIST RESIDENCY

A VIRTUAL ARTIST-IN-RESIDENCE PROGRAM
FOR CREATORS WITH AN IDEA THEY'RE
READY TO BRING TO LIFE.

The Artist Residency is for creatives who are ready to choose one idea and stay with it until it's finished. It's for writers, artists of all kinds, coaches — anyone with a project that keeps asking to be returned to, and a sense that *doing it alone isn't working anymore*.

You don't need to call yourself an artist. You just need an idea you're willing to show up for consistently, in the company of others who are doing the same.

This is for the idea you keep coming back to. You're ready to commit to it for twelve weeks with kind and creative witnesses who won't let you quietly disappear when it gets hard.

WHAT'S INSIDE:

Group mapping call to design your idea & make a plan

Weekly Artist-Only Gatherings

Private cohort space inside The Studio for replays, conversation, and updates

1x 60-min session with Karla to be used at any point in the residency

Exclusive invitation to artist-only retreats + live events

BEGINS MONDAY, MARCH 2
RUNS FOR 12 WEEKS

[LEARN MORE & REGISTER HERE](#)

NEED SOME INSPIRATION?

PAST IDEAS BROUGHT TO LIFE:

complete final edits of a book project
launch a patreon account
 design a schedule as the *visionary*
 start a membership community
 craft a *marketing* plan
 create and design a journal
curate financials for an event center
finalize the plan for a retreat
 create an in-home photography studio
 find a sustainable writing rhythm
update website & blog
 create a simple social media plan
 craft a memorable unboxing experience
 relaunch a *candle* company
 redesign strategic planning workbook
 write a book proposal
revamp client experience
 refine personal wardrobe & closet design
 launch a new *podcast*

FOR PEOPLE LIKE ME WHO DON'T HAVE THE BUDGET TO GO
 TO 10 DIFFERENT EXPERTS, OR THE TIME, I'M SO GRATEFUL
 FOR WHAT YOU OFFER. EQUAL PARTS, STRATEGY, EXPERTISE,
 HYPE SQUAD, AND PSYCHOLOGIST.

Summer Artist

THE RESIDENCY IS THE PERFECT WAY TO WORK
ON A PROJECT YOU KEEP PUTTING OFF OR
FEELING STUCK IN. YOU GET SUPPORT,
STRUCTURE, AND RESOURCES TO MAKE PROGRESS.

Fall Artist

THE STUDIO



REGISTRATION OPENS FEBRUARY 11

HERE'S
SCHEDULE

OUR
OF

UPCOMING
EVENTS

Mon.

5-7PM CT COWORKING // 7PM ARTIST RESIDENCY GATHERING

Tues.

10-11AM CT ARTIST RESIDENCY GATHERING // 11:30-1:30PM COWORKING

Wed.

WEEKLY PODCAST/ESSAY // MONTHLY WORKSHOP

Thurs.

AVAILABLE FOR 1:1 SUPPORT

IMPORTANT DATE:

Tuesday, March 10, 10am CT // Group Mapping Call



signature offer

CARTOGRAPHY

This is for the moment when an idea stops being interesting and starts becoming personal; when you realize it will require time, energy, decisions, and a relationship with your actual life. Bring your ideas that need definition, creative direction, and strategic thinking before they're ready to be executed.

We begin with a deep three-hour mapping session to orient the idea fully. What it is, what it wants to become, and what it will ask of you along the way. From there, I stay with you over the next 30 days as you begin navigating the idea in real time, working through the hesitation, resistance, excitement, and recalibration that tends to show up once something becomes real.

I'm available for weekly async support via Voxer or Slack, and we meet again at the end of our time together to reflect on what's shifted, refine the shape of the work, and decide what comes next.

This container exists because we struggle the most at the threshold where an idea stops living safely in our head and starts asking for commitment. Cartography is for crossing that line deliberately, with pacing, care, and a co-witness.

WHAT'S INSIDE:

1x 3-hour idea mapping call
Virtual or in-person. Bonus points if there's travel involved.

4x fully dedicated check-in days for async support

1x Wrap Up & Reflection call

Just need the mapping call?

A single 3-hour session is also available for creatives who want strategic clarity without ongoing support.

THE MAPPING *Table*

AN IDEA MAPPING WORKSHOP

MARCH 10



10-12 CT

A 2-hour group workshop to map your idea and figure out what happens next

Want to see what idea mapping is all about?

Join us for The Mapping Table — a group workshop where we walk through the Foundry Map together.

You'll leave with clarity on:

The version of your idea you can build **this** season

What it will take to bring this idea to life

Your next small, clear step forward

When: Tuesday, March 10 at 10am CT

Where: Zoom

Investment: \$45

Can be applied toward The Studio if you join with 24 hours of the mapping call

Perfect for:

People curious about Studio or Residency but not ready to commit yet

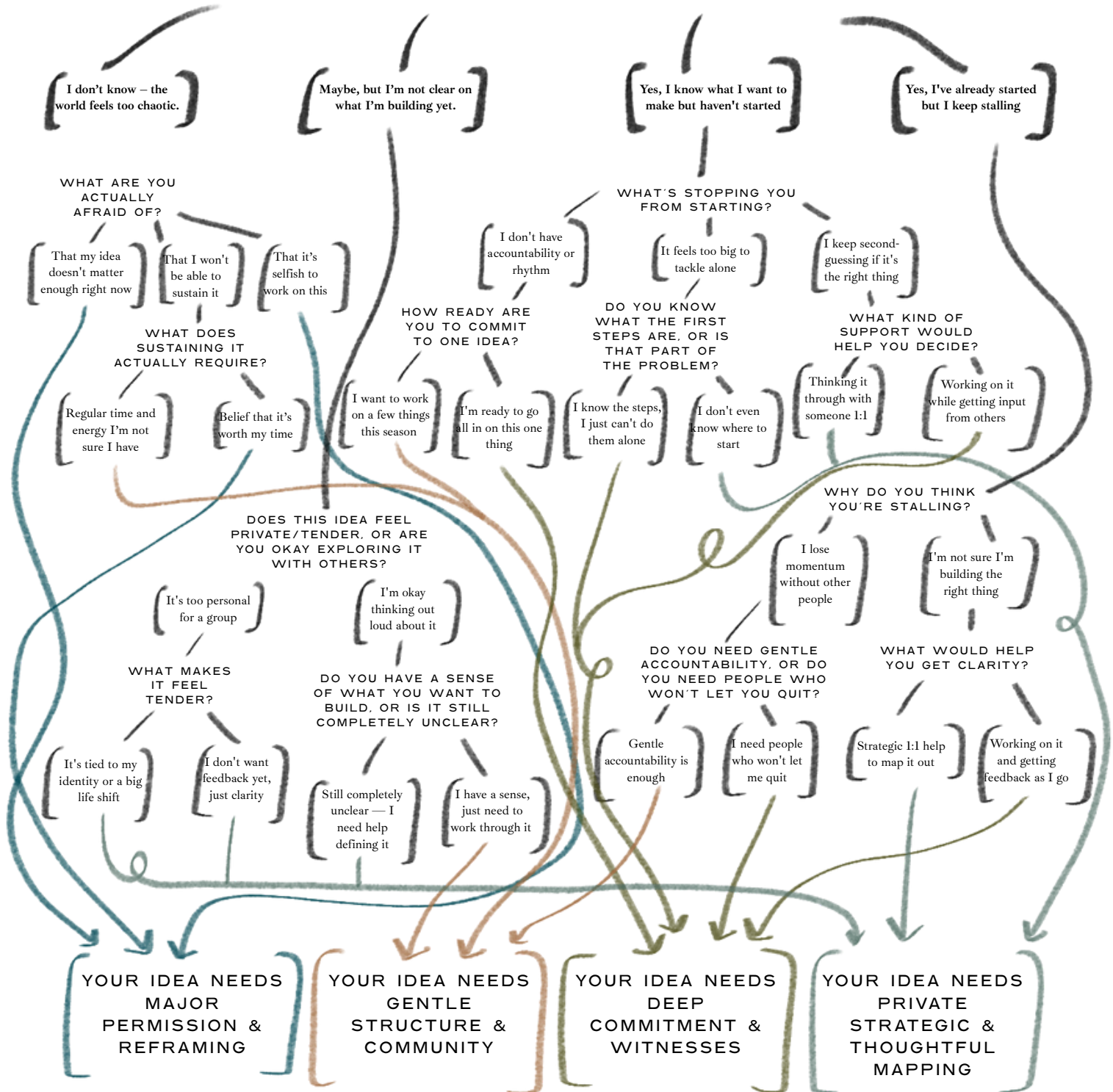
Anyone with an idea they can't stop thinking about but don't know what to do with

Creatives who need clarity before diving into a full season

[LEARN MORE & REGISTER HERE](#)

*A very un-pretty decision tree to help you think
about your idea and the upcoming season*

IS NOW THE RIGHT TIME FOR YOUR IDEA?



*Let's chat just the two of
us, on my dime.*

*The Studio might be a
good fit.*

*Consider the Artist
Residency.*

*Let's talk about
Cartography.*



TL;DR

Come hang at The Studio for ideas that need chill structure & community

Join the Residency for committing to one idea deeply with other creatives *who get it*

You'll want Cartography for private, focused support & creative direction *now*

[BOOK A CALL TO EXPLORE YOUR OPTIONS.](#)

finally
DO THE DAMN THING.

[LEARN MORE & REGISTER HERE](#)

ooh wait look, a hidden bonus track

THE CARTOGRAPHY YEAR

For the creative with an idea that needs more than three months of support. Ideal for projects with depth, like starting a new business, making a pivot, or an idea with multiple phases (like finally writing your book).

WHAT'S INSIDE:

1x Cartography Experience
4x Seasonal Artist Residencies
Annual Studio Access
Extra Badassery & Brownie Points

by invitation only

THIS WORK WILL ASK OF YOU:

authorship

commitment

no longer pretending

emotional awareness

exploration

devotion

reorientation

AND WE WILL MEET IT HEAD ON



THE INSPIRED FOUNDRY

ESTD  2020

BRIDGING *THE GAP*
BETWEEN VISION *and* EXECUTION

BASED IN MINNESOTA // AVAILABLE FOR TRAVEL WORLDWIDE

THEINSPIREDFOUNDRY.COM