Flourish and Starke Schultern

Art works in companies. And every booking serves a social purpose.

Flourish in brief

Flourish – Artists & Industries is Markus Majowski's company. It offers events, readings, coaching and acting training and runs a platform with an app that brings artists and companies together. The app has been online since November 2026. The first pilot projects with companies are being set up now.

The basic idea

Flourish wants to protect artists from poverty in old age by opening up a new economic space for them. Many performing artists work without a permanent position and worry about their security in old age. Through Flourish they find paid work in companies that matches their experience. Flourish is a market model with a social core.

Starke Schultern (Strong Shoulders)

Starke Schultern is the Flourish division for performing artists aged 50 and over and forms the social foundation of Flourish. Starke Schultern provides information on social security and retirement provision, connects artists with each other and with companies, and opens up paths into secure employment.

What artists aged 50 and over receive at Flourish

Preferred placement: Flourish gives priority to artists aged 50 and over when making suggestions to companies.

Support with training: Anyone who works with people in companies through Flourish needs a coaching, mentoring or supervision qualification. Flourish supports them along the way.

Exchange: In the Starke Schultern WhatsApp group, members help each other.

What companies gain

Companies book workshops, talks, trainings and team development through Flourish. They bring in people who have stood in front of audiences for decades, with presence, voice and a feel for people. At the same time they give experienced artists work and a future.

The method: seven models, seven forces

The work is based on the seven models of the art of acting that Markus Majowski developed over some 40 years on stage and in front of the camera. In a company, each model becomes a force that can be booked as a talk, workshop or training.

1. Change of Perspective
2. Real Contact
3. Guiding Change
4. Practical Transfer
5. Impact and Leadership Presence
6. Building Resilience
7. Responsibility and Ensemble Play

The result is an attractive employer: a company with artists in-house sends a strong signal, outwards to applicants and inwards to its own people.

Get involved

Artists sign up in the Flourish app and create a profile: www.flourish-artists-industries.de

Information and access to the WhatsApp group: www.starkeschulterneu.com

Companies can arrange a free 30-minute consultation via the Flourish app or directly by email.

Flourish – Artists & Industries · Rheinsberger Straße 76/77, 10115 Berlin · majowski-flourish@t-online.de · +49 151 41464685
As of November 2026