



Sant'Anna
Scuola Universitaria Superiore Pisa



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ArtIST

**INNOVATION,
CREATIVITY AND ARTS
(ICA)**

ArtIST Online Winter School

**16 FEB - 25 MAR
2021**



Erasmus+

About ICA Course

This year, the course Innovation, Creativity and Arts (ICA) is organized online in several sessions between Feb 16th and March 25th, 2021.

If you are interested in arts and creativity for innovation and technology management, you will definitely benefit from this course!

Course Program:

At the Innovation, Creativity, and Arts course we discuss creative approaches to technology and innovation management in form of workshops and interactive classes both with university professors and practitioners from creative industries.

Course aims:

- To get students familiar with the complexity and variety of innovation management in modern industry, while transferring approaches and techniques from creativity and art domains.
- To enlarge the students' mindset on imagination, perseverance, observation, and risk-taking through the use of specific artistic approaches.
- To improve both employability and student engagement, creativity, innovation, divergent thinking, and transdisciplinary problem-solving skills.

The **topics of the course** include, but are not limited to:

- From STEM to STEAM – what does this mean? STEAM approach refers to the integration of Arts into STEM (Science, Technology, Engineering, Math) subjects teaching. It is getting more and more popular in European Union in recent years.
- Innovation and Innovation Management - latest developments
- Creativity techniques, design thinking, pirate thinking
- Co-Creation or why inventing together makes all partners stronger
- IPR & legal issues
- Workshops "Meet the Artist" with inventors, musicians, augmented reality entrepreneurs, and fashion industry experts
- Workshops on theatre, visual arts, and music and their impact on innovation management



Certification

Upon successful completion of the course, participants receive a certificate and 5 ECTS. Students will receive several assignments during the course and need to submit a final report and video after the course.

About ArtIST

ArtIST (Art, Entrepreneurship, Innovation and Science) is an ERASMUS+ project that aims to design and implement innovative Master-level modules integrating Arts in the education of innovation, entrepreneurship and science. ArtIST is navigated by seven Higher education institutions and industry partners from Austria, Finland, France, Hungary, Italy, Lithuania and the Netherlands.

ArtIST contributes to the development and modernization of relevant STE(A)M subjects in multidisciplinary programs, such as business, innovation and entrepreneurship. Grounded in the partners' research competences and analytical skills, this innovative module will mix arts and technology, hard and soft skills accompanied by entrepreneurial and business training. The module will be based on creativity techniques, design-driven methods, and modern IoT and ICT tools in teaching and learning practices.

**Aniko**

Aniko is a Vienna-based fashion designer, studied in France, worked for Sonia Rykiel and Christian Dior, has her own label(s) in Vienna, and collaborates also closely with industry for the development of functional clothing. Her ambition over the last 10 years is the digital transformation of the fashion industry and how to use innovation and digitization to help small and medium designers.

**Alessandro Baticci**

Passionate musician, inventor, entrepreneur, product designer, and sound artist, he acts cross-disciplinary and beyond categories, conceiving artistic work as the fusion of different domains of knowledge. He is co-founder of many internationally acclaimed musical realities, such as The Black Page Orchestra and the composer-performer Duo Nimikry.

**Anne Berthinier-Poncet**

Dr. Anne Berthinier-Poncet holds a Ph.D. in Strategic Management, and is an associate professor at the CNAM in Paris, a lifelong learning university, where she is responsible of the Master in Innovation Management and Innovative Design. Her main research topics focus on the management of collaborative innovation in innovation ecosystems. She studies the governance and dynamics of innovation clusters, "third-spaces" (fab labs, maker spaces, corporate innovation labs, and coworking spaces), as well as innovation communities.

**Antonio Crupi**

Antonio Crupi is a Postdoctoral Research Assistant at the Institute of Management of Sant'Anna School of Advanced Studies and Research Affiliate with the Strategic and Technology Innovation Management (STIM) at the Institute of Manufacturing of the University of Cambridge. Antonio holds a Ph.D. in Economics Statistics and Management. He has been Visiting Scholar at the Shanghai Jiao Tong University (CN) and Sogang University (KR). His research concerns Innovation, Entrepreneurship, and Intellectual Property.

**Csaba Deak**

Dr. Csaba Deak, is a professor at University of Miskolc, Hungary. Between 2012-2014 he was is the deputy chairman of the National Innovation Office of Hungary. He is guest lecturer at Universitatea Babes-Bolyai, Romania and graduate faculty member at Florida Agricultural and Mechanical University. His research interests are in innovation management, project management, innovation systems, change and strategic management.

**Michael Dell**

Michael Dell is the founder and CEO of WARP INNOVATION, a Vienna based consulting company specialized in product development, innovation and innovation management, design thinking, and digital transformation. Michael is a MIT certified design thinker, defines himself as "chiefdisruptor", is active researcher and university lecturer.

**Alberto Di Minin**

Alberto Di Minin is a Full Professor of Strategy (Economia e Gestione delle Imprese) at the Institute of Management - Scuola Superiore Sant'Anna, and Research Fellow with the Berkeley Roundtable on the International Economy (BRIE, University of California Berkeley). His research and teaching deals with open innovation and business model innovation.

**Arkadi Jeghiazaryan**

Arkadi Jeghiazaryan is the CEO and Founder of AMLOGY, a Vienna-based young company in the field of Augmented reality which is a world market leader in the fields of web-AR and the use of AR in the field of education. Solution-oriented, passionate about people, and bringing digital transformation by widening access to new technology and making it easy to use.

**Yvonne Kirkels**

Dr. Yvonne Kirkels is a senior lecturer and researcher at Fontys University of Applied Sciences. She develops, coordinates, and teaches (open) innovation management courses and research methods in challenge-based education style. To stimulate interaction between research and education, she is leading in interdisciplinary collaborations with multiple business partners, other Fontys institutes, and universities.

**Jasna Kovcin**

Jasna Kovcin is a partner of WARP INNOVATION. She is a Certified Digital Transformation Expert and innovation enthusiast. She consults companies and public entities in these fields all over Europe. "Meaningfulness" and "fruitfulness" are her main concerns when it comes to innovation and digital solutions. She is also an active artist and designer.

**Monika Petraite**

Monika Petraite is a Full Professor in Innovation and Entrepreneurship, at the School of Economics and Business, Kaunas University of Technology, Lithuania. Her interests are in technology entrepreneurship, strategy, and open innovation capabilities development via research and innovative pedagogies. She is also a mentor and an inspirational speaker to promote innovation leadership and entrepreneurship via TEDx talks, Leadership forums, and other platforms.

**Daria Podmetina**

Daria Podmetina Dr. Sc. (Tech.) is an associate professor at LUT University, Finland. In her research, she is interested in innovation and international management, specifically in open and collaborative innovation. Daria is an enthusiast of digital, creative, and innovative teaching methods. She coordinates ArtIST project which aims at integrating Arts in STEM education.

**Adela-Cristina Toma**

Adela combines handcrafted design, arts and the production of vegan food. Her Vienna based start-up peeese produces vegan products out of nuts which taste like cheese but contain no milk. Her products for the B2B market are small pieces of art. Her vegan and gluten-free rainbow ravioli bring the colours of the rainbow to your plates at home. Sounds like a contradiction? Yes- and this is where innovation often comes from.

**Aart Strootman**

Pioneering guitarist and composer Aart Strootman (1987) throws a solid knock on the door of the music business of our times. His intellect and frank, fresh view on musical genres and styles justify a most prominent position in the music scene. He studied classical guitar and composition at Conservatory Fontys & Zuyd and at the University of Utrecht he obtained a MA in Musicology.

**Ger Post**

Dr.Ir. Ger Post is a research-professor at Fontys University of Applied Sciences and holds a chair on Industrial Engineering & Entrepreneurship. The work of this research unit is focused on entrepreneurship, open innovation, technology adoption, and operational excellence. Next to his academic activities Ger is a musician and has been working in management consulting and business development for almost 20 years.

“ Music has often been used as a metaphor to leadership, the structuring of organisations and organisational change. Many management authors build on the analogy of a conductor standing in front of a symphony orchestra and leading the musical performance of – in some cases – over 100 musicians playing together. Music can also be used as a metaphor and creative toolkit to understand the process of composing a new musical product, like a pop song or dance track. How does a musician think and act in the process of music creation (composing), instrumentation, playing and performing? What ‘tools’ does the musician use to develop ideas, create the music itself, communicate the product to others, collaborate with other musicians while recording, perform to engage the audience? What can others (engineers, managers, scientists) learn from this?



Registration

For more information about the program and to book your place, please check our [website](#). Make sure to register by February 15th, 2021. There is a limited number of places that will be distributed on the first come first served principle.

Would you like to learn more?

Contact us: michael@warp-innovation.com