

Artist Tool / Unusual target

Artisttb014 / Unusual target / MU

Title	Unusual target
Purpose	Enable participants to think in a new way for existing products and customers, find about new market and creating new, innovative ideas.
Description	
STEM topics covered	Product / service improvement, Process improvement, Social innovation, Sustainability, challenge-based learning
Arts topics	Storytelling
STEAM approach explained	combination of art elements and innovation elementsx
Setting	Online / offline / blended format
Time frame	1 hr to 3 hrs
Group size	Several groups of 4-6 persons
Age group / level of study	BSc, MSc, PhD
Preparation needed / pre-requirements	Define unusual target audience and description of the circumstances. Ideally 1 facilitator for groups to support the process.
Instructions for students	Students should create a story to explain a new idea, for example, to a King of the 70 th century or to a five year old child living in the year 3,000. They have first to write the story and then it could be decided in which way this story will be explained (by acting in a theater scene or dance, or a pantomime or painting, or creating a song or whatever the participants would like). To do so it would be a 3 step training. First, define the idea. Second, write it down for an unusual recipient. Third, insert transfer it into another art.
Instructions for facilitators	Important is not to think on the usual target group, explore opportunities, risks and peculiarity of the audience.
Lessons learned	The learning outcome should be to leave usual ways and increase personal creativity by using arts. This should enable participants to think in a new way, also for their existing products and customers, and certainly also creating new, innovative ideas and think about new market.
Additional materials	Props for presentation format
Inspiration if any, sources	ArtIST Winter School
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