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Erasmus+



ArtIST
SPRING
SCHOOL

Innovation Ecosystems for Creative Industries

11-16 April 2022
Paris, France

<https://www.artistandinnovation.eu/>

Discover & Explore the Reality of the
Creative Industries in Paris

le cnam

LUT
University

Sant'Anna
Scuola Universitaria Superiore Pisa

Fontys
University of Applied Sciences

ktu
1922

MISKOLC
EGYETEM
UNIVERSITY OF MISKOLC



About the Spring School

The 2022 edition of the ICA (Innovation, Creativity and Arts) Spring School will be held in the creative and dynamic city of Paris where you will explore the innovation ecosystems of creative industries. If you are interested in Arts, creativity and innovation and want to better understand how startups in creative industries can innovate and grow, then this programme is made for you.

Cultural and creative ecosystems are the nurturing ground for innovation, in particular within the increasingly recognised broad concept of innovation, going beyond pure tech-innovation from STEM (science, technology, engineering and mathematics) to STEAM (science, technology, engineering, arts and mathematics) and including social and societal innovation aspects.

During this week, you will directly experience innovation ecosystems from the past as well as of today, thanks to the visit of many cultural places dedicated to innovation; from museums to incubators and maker spaces for creative industries as well as large firms or startups operating in this field. You will also learn from workshops and seminars of specialized academics as well as practitioners and startups in creative industries.

Course objectives

- Enlarge your horizons on innovation management and entrepreneurship while learning about the specificities of cultural industries, meeting artists, startups and companies
- Explore Paris with a fresh eye and visit the places where art and innovation meet
- Expand your mindset on creativity, imagination, observation, problem-solving and risk-taking
- Learn through dance and photography how to connect your imagination and observation skills with physical expression, how to express emotions and stories through the art of Creative Movement
- Improve your future employability for tomorrow's world by developing both your creative abilities and your knowledge on innovation management in specific creative environments



Topics of the Course

- Innovation and innovation management - latest developments
- Innovation ecosystems of the creative industry
- Innovative business models in creative industries and arts-driven BM
- Responsible innovation and Art
- Workshop on Creative Movement
- Workshop on Photography and Innovation

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.

Organizing Team

**Anne Berthinier-Poncet- Winter School Organizer**

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.

**Yvonne Kirkels- Program Piloting in Artist Project**

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.

**Daria Podmetina- ArtIST Project Coordinator**

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.

Lecturers

**Antti Knutas,**

Antti Knutas, Dr.Sc. (Tech.) is an assistant professor at LUT University, Finland. His research interests include collaborative software construction, open source civic and community technologies, and novel gameful forms of interaction with software. Antti is an enthusiast in open science and online communication technologies. Together with his multidisciplinary research group, he actively publishes and leads research projects on the topics

**Caitlan Maggs**

Caitlan is a Creativity consultant and former head artistic coach at Cirque du Soleil. As Artistic Expert at Cirque du Soleil for 20 yrs, she designed the Artistic Creativity Training for all the CDS Creations and Touring Shows, as well as mentoring dance coaches at CDS' MJOne & LOVE. At Cirque, through years of innovative experimentation, exploration and coaching, she developed the art of teaching creativity and how to transform athletes into artists.

**Iulduz Khairullina**

Iulduz Khairullina, M.Sc. (Tech) is a junior researcher at LUT University, LUT School of Engineering Science, Finland. Her previous experience includes working as a project manager in IT, qualitative research and assisting in international projects. Her interests are focused on the topic of online education, digitalization, and e-commerce. She is passionate about photography and innovation. Currently Iulduz is a project manager of ArtIST project.

**Ekaterina Albats**

Ekaterina Albats is a postdoctoral researcher in innovation management at LUT University, Finland. Ekaterina studies collaborations between universities and firms- partners which are very different in their nature and rationale. These challenges in partnerships also find reflection in Ekaterina's other passion- dancing. She has had 11 years of professional ballroom dancing experience. Ekaterina believes that body language in pair dancing is a universal tool helping the partners better understand each other and thus, its principles could be used in collaborative problem solving, collaborative projects, joint co-creation.

**Thomas Paris**

Thomas Paris is a researcher at CNRS (GREG HEC) and professor at HEC Paris, where he is the scientific director of the Media, Art, Creation master programme. He is specialized in creative industries such as movie industry, music, haute cuisine, perfume, videogame, architecture and design. His research is carried out in partnership with organizations of the field mentioned. Thomas also works on innovation management and sport management.

**Gilles Garel**

Gilles Garel is a professor at the Cnam, Paris and has held the Cnam Chair in Innovation Management since 2011. He carries out research in design and innovation management in direct relation with innovative companies and organizations in various sectors in France and abroad. He is the co-author of the Mooc "Fabricating innovation" (Cnam Fun Mooc) or the book Innovation Factory.

Artist Team

**Pierre Levy**

Pierre Levy is a professor at the Cnam, Paris, holder of the Jean Prouvé Design Chair and researcher at the Dicen-IDF lab. He is interested in the correspondence between theories and design practices, especially regarding transforming practices and sciences. His research mainly focuses on embodiment theories and Japanese philosophy and culture in relation to designing for the everyday.

**Alberto Di Minin**

He is a full Professor of Strategy (Economia e Gestione delle Imprese) at the Institute of Management - Scuola Superiore Sant'Anna (Pisa, Italy), and Research Fellow with the Berkeley Roundtable on the International Economy (BRIE, University of California Berkeley). He is the Italian Delegate with the Working Party on Innovation and Technology Policy at OECD. His research and teaching deals with the appropriation of innovation. In particular he focuses on open innovation and business model innovation. He also works in science and technology policy, technology transfer, intellectual property and R&D management

Monika Petraité

Monika Petraité 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.

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 an MIT certified design thinker, defines himself as "chief disruptor", is an active researcher and university lecturer.

**Baibhaw Kumar**

Baibhaw Kumar is a PhD scholar at the Mechanical Engineering and Informatics faculty at the University of Miskolc, Hungary. He holds a master's degree in "Energy Technology" and works in the exploration of innovative solar-driven technologies. Also, he is interested in simulation, validation, and sustainability aspects of renewable energy sources

Csaba Deak

Dr. Csaba Deak, is a professor at University of Miskolc, Hungary. Between 2012-2014 he was 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.

Marco Bonaglia

Currently a PhD candidate in Business Administration at Chongqing University, with a research on the topic of "tourism management", and Program Manager of Galileo Galilei Italian Institute. He previously worked in Milan for non-profit realities dealing with Chinese investments in Italy and Sino-Italian relations. His main research interests are in Western China economic development and Chongqing tourism sector.

Registration

This event is live with limited seats. For more information about the programme and registration please contact Prof. Dr. Anne Berthinier - Poncet (anne.berthinier-poncet@lecnam.net)

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