



ArtIST

INTEGRATED INTERDISCIPLINARY EDUCATION MODULE ON ART,
ENTREPRENEURSHIP, INNOVATION AND SCIENCE



Erasmus+

Action PI-FORWARD – Support for policy reform — Forward-Looking Cooperation Projects
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Artist Tool: Selling your soul with a smile: the novelist is a public friend

Artisttb015 / Selling your soul with a smile: the novelist is a public friend/ SSSA

Title	Selling your soul with a smile: the novelist is a public friend
Purpose / Objective	Unveiling the creative mechanisms behind an innovative idea generation
Description	Students will have the opportunity to meet a novelist with a scientific background. Apprehending from the live voice of an artist how to implement “scientific” thinking approaches to generate new ideas and to write successful stories will offer students the possibility to understand the pivotal role played by creativity in generating innovation at all levels.
Topics covered	Basing innovation management concepts (as many as teacher would like to include into set)
Arts	Design Thinking, Storytelling
Setting	Classroom
time frame	120 min
group size	Workshop and open-mic discussion
Schedule and activities	
Age group / level of study	BSc, MSc, PhD
Preparation needed / pre-requirements	teacher should find the right artist to engage with students
Instructions for students	You will have the opportunity to meet the artist and apprehending her/his personal experience Before the meeting, find all the useful information about artist’s background Read artist’s novels Prepare a set of challenging questions
Instructions for facilitators	Teacher should introduce the preliminary concept of creativity and innovation management
Lessons learned	Creativity is the innovation leitmotif; it can help people in expressing their feelings or entrepreneurs in creating new products. An artist, as an entrepreneur, to maintain her/his competitive advantage must continuously innovate. Using a rigorous approach to exploit creative thinking might successfully drive the idea-generation process.
Additional materials	books
Inspiration if any, sources	
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