

STARTS explores the catalytic role of the Arts



The [STARTS](#) (Science, Technology and the Arts) Symposium being held in **Brussels** on **22-23 June 2015**, in the salle Henri Le Boeuf at **BOZAR**, is aimed at exploring the catalytic role of the **Arts** for **innovation** in business, industry and society and how to foster it. Possible synergies will be considered during the meeting from an entrepreneurial, technological, scientific, social and artistic point of view. Already existing collaborations of Science & Technology with the Arts in the framework of European Commission funded projects will be particularly highlighted.

As representative of the **Civic Epistemologies** consortium **Frederik Truyen**, Professor at the Faculty of Arts of Katholieke Universiteit Leuven (BE), is attending the event to present the project to the delegates.

Civic Epistemologies is an EU-funded project about the **participation of citizens** in research on cultural heritage and humanities, grounded on considering ICT as powerful drivers of creativity. The project intends to highlight also the "artistic dimension" of the citizen engagement, being both art a possible mean for public engagement in culture and citizen participation a potential input to art creation.

Today, an increasing number of high tech companies and research institutions, world-wide, assert that the critical skills needed for innovation to happen and to be of value for society are, in addition to **scientific and technological skills**, skills such as **creativity** and **capacity to involve all of society in the process of innovation**. In this context, the **Arts are gaining prominence as a catalyst for an efficient conversion of Science & Technology knowledge into novel products, services and processes**.

Working at the **nexus between Science, Technology and the Arts**, STARTS is discovering opportunities for piloting **cross-sectorial cooperation** that enhance and promote innovation. To foster such cooperation, the **European Commission** is launching its **STARTS (Science, technology & the Arts) programme**.

Hereafter, the symposium's preliminary agenda:

MONDAY, 22 JUNE

Location: BOZAR, salle Henri Le Boeuf, Scène and exhibition halls

9.30: Registration

10.00 - 12.00 Setting the scene for STARTS

Opening by **Paul Dujardin**, Director of BOZAR, and **Michel Magnier**, Director for Creative Europe, DG EAC, European Commission.

Ralph Dum, DG CONNECT: The STARTS initiative

Gerfried Stocker, Ars Electronica: How Can Artistic Practices Be Best Brought into Innovation in Industry?

Nick Ervink, artist and **Fried Vancraen**, CEO Materialise: 3D Printing: Technology Breakthroughs and Artistic Challenges

Laura Belloff, Head of Culture and Games ITU Copenhagen (tbc): Innovation at the crossing of the Arts and Technology

Hugues Vinet, Director R&D at IRCAM: Ircam as Innovator In Broad Economic Areas

Roger Malina, Executive Editor of Leonardo Publications at M.I.T Press STEAM programme: The Arts, Science and Technologies in the US

12.00 ? 13.30 ?Light Lunch? in the HLB Bar

13.30 ? 17.30 **STARTS topical workshops: TED style talks**

13.30 ? 15.15 How technologies team up with the Arts: Internet of Things and augmented reality

Rob van Kranenburg ? coordinator
Aleksander Valjamae, NEUROKINEMA
Bruno Apollini, SANDS
Carmen Mac Williams, GRASSROOTS ARTS
David Cuartielles, ARDUINO (tbc)
Eric Joris, DREAMSPACE
Laura Belloff, Head of Culture and Games ITU Copenhagen (tbc)
Paul Verschure, UPF
Pavel Smetana, NEUROKINEMA
Rafaella Roviada, PELARS

Data and Society

Jaromil Rojo, D-CENT ? coordinator
Domenico Vicinanza, GEANT and Anglia Ruskin University, Cambridge UK
Marleen Stikker, WAAG SOCIETY
Oriana Persico, UBIQUITOUS COMMONS
Roel Roscam Abbing, BORDER CHECK
Salvatore Iaconesi, UBIQUITOUS COMMONS
Teresa Dillon, SUPERGLUE

15.15 ? 15.45 ?Quick drink? in the HLB Bar

15.45 ? 17.30 How music stimulates technological innovation

Francois Pachet, Sony Lab, LRN2CR8 project coordinator
Beatrice de Gelder & Antonio Camurri, DANCE
Claudio Allochio, GARR: The Role Of Art In Industrial Innovation
Cynthia Liem, PHENICX
David Worrall, FRAUNHOFER IIS: Sound ways of Understanding
Mike Thompson & Susana Cámara Leret, THOUGHT COLLIDER
Philippe Franck & Jacques Urbanska, TRANSCULTURES
Rolf Gehlhaar, HUMAN INSTRUMENTS: Market Transfer of Artistic Prototypes: SOUND=SPACE
Stefano Delle Monache, SKAT-VG

Creative Cities: ICT, the Arts and the city

Mike Phillips, i-DAT, MODEL CITY - coordinator
Andrea Cancellato, TRIENNALE DI MILANO
Andrzej Novak, NEW NARRATIVES
Annemie Maes, BEEHIVES

David Crombie, JAM TODAY
Josep Perelló, BARCELONA LAB
Manuel Abendroth, LAB-AU
Tim Brooke, FUTURE CITIES CATAPULT

17.30 ? 18.00 ?Quick drink? in the HLB Bar

18.00 - 20.00 STARTS in action: demonstrations and performances
Opening: MEP **Carlos Zorrinho** and European Commission (tbc)

Antonio Camurri, DANCE
Bruno Apollini, SANDS
Carmen Mac Williams, GRASSROOTS ARTS
Cynthia Liem, PHENICX
David Worrall, FRAUNHOFER IIS
Domenico Vicinanza, GEANT and Anglia Ruskin University, Cambridge UK
Jaromil Rojo, D-CENT
Roel Roscam Abbing, BORDER CHECK
Teresa Dillon, SUPERGLUE

For those interested a guided tour to "Making a Difference/a Difference in Making" (BOZAR exhibition of a series of 3D printed works from the Arts, science, design and engineering) is foreseen

20.00 ? 22.00 ?Walking dinner? (demonstrations may be continued)

TUESDAY 23 JUNE 2015

Location: BOZAR, STUDIO and/or Henri Le Boeuf

9.30 Registration

10.00 - 10.30 Success Stories from links of technology and the Arts

Pier Luigi Sacco: STARTS Successful Project Stories (20min)

Opening by European Commission, **Guenther Oettinger** (tbc)

10.30 - 11.40 Creativity is the key: How the Arts can stimulate innovation

Chair: **Vladimir Sucha**, Director-General, JRC (tbc)

(this roundtable with industrialists, entrepreneurs, technologists and artists will discuss the importance of the Arts for innovation in industry and society).

Panel: 3min statements followed by a discussion

Pérez Dolset, CEO ZED
Albert Heuberger, Director FRAUNHOFER IIS
Joachim Sauter, CEO ART+COM
Lucía García, LABoral
Egbert Lox, Senior Vice-President of UMICORE
Valentina Montalto, Creative SpIN, KEA: Smart Guide To Creative Spill-Overs For Cities

11.40 - 11.50 Break

11.50 - 13.00 Creativity is key: How the Arts can stimulate innovation

Chair: (tbc)

(this roundtable with industrialists, entrepreneurs, technologists and artists will discuss the ways in which the Arts can contribute to innovation in industry and society).

Panel: 3min statements followed by a discussion

Cristian Beza, Founder ARTADYS

Francesco Monico, ST INNOVATION CUP

Gerfried Stocker, ARS ELECTONICA

Jo Libeer, former chairman of VOKA

Laurent Gaveau, director, GOOGLE CULTURE LABS (tbc)

Monica Bello, Head of ARTS@CERN

Tim Plyming, NESTA

13.00 Closing

For those interested a guided tour to "Making a Difference/a Difference in Making" (BOZAR exhibition of a series of 3D printed works from the Arts, science, design and engineering) is foreseen.

For further info visit www.ictartconnect.eu and ICT ART CONNECT's [Facebook Page](#)

