

## 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 Vancreaen**, 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**, NEUROCINEMA  
**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**, NEUROCINEMA  
**Rafaella Rovida**, 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 Cámaras 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 ELECTRONICA

**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](http://www.ictartconnect.eu) and ICT ART CONNECT's [Facebook Page](#)

