

InteractionSeeds

Intersections of Art, research, design
and innovation

08/10/2024

**RI.
SE**



PROGRAM

Horizon Europe

ACTION

Coordination and Support Action

Duration

2 years (Jan 2024-Dec 2025)

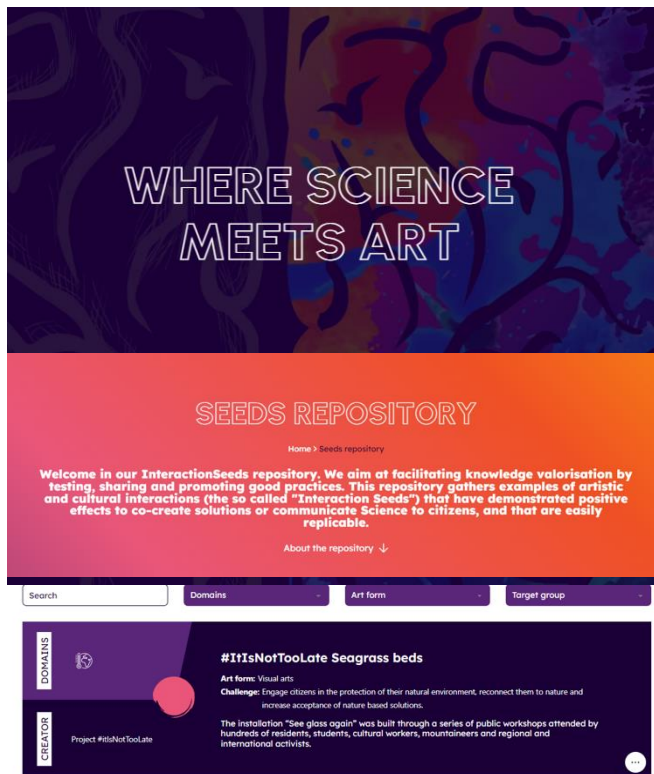
6 partners from 5 European countries

COORDINATION: Dowel Innovation



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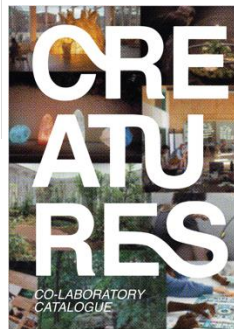
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50 examples of art & design
collaborating with research &
innovation

Examples of methods (seeds)
implemented in the local context of
project partners

Part of broader EU initiatives around art



S+T+ARTS



Science, Technology & the ARTS
 S+T+ARTS is an initiative of the European Commission, launched under the Horizon 2020 research and innovation programme to support collaborations between artists, scientists, engineers and researchers.
[Learn more about STARTS](#)



VOICE

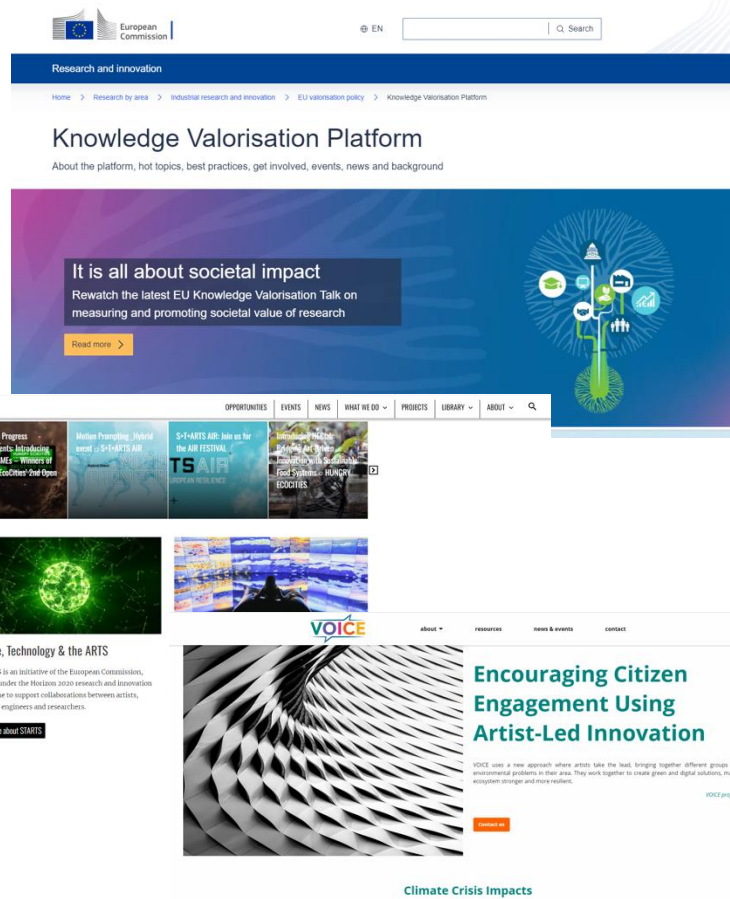


Encouraging Citizen Engagement Using Artist-Led Innovation

VOICE uses a new approach where artists take the lead, bringing together different groups to solve environmental problems in their area. They work together to create green and digital solutions, making the ecosystem stronger and more resilient.

[VOICE project team](#)

[Climate Crisis Impacts](#)



Why this sudden
interest in Art?

Art and culture as economic drivers for other sectors?

Art and culture on its own

- Commercial sector with global mass audience and niche culture with public support
- Blurring of artistic disciplinary boundaries and amateur & professional distinctions into "creativity"
- Chronically overcrowded, underfunded and precarious



Art and culture as influential drivers in:

- Tech and media industry
- Tourism and urban development
- Sustainability transitions
- Consumption patterns
- Democratic participation

Sacco, P., Ferilli, G., & Blessi, G. T. (2014). Understanding culture-led local development: A critique of alternative theoretical explanations. *Urban Studies*, 51(13), 2806–2821. <https://doi.org/10.1177/0042098013512876>



Interest within art for societal issues?

- Useful art — art valued for its social impact
- Artistic research — art valued for its knowledge production
- Art Tech Critique — Art valued for its subversive, critical perspectives.

Launch: Center for Art and the Political Imaginary (CAPIm)



Sweden's first competence centre for artistic research



Baan Noorg Collaborative Arts and Culture, *The Rituals of Things*, 2022, Photo: Nicolas Wefers

Documenta 15 (2022), dominated by the social and community aspects of art



Piercarlo Quecchia - DSL Studio / @piercarloquecchia - @dsl_studio, Courtesy: Fondazione Prada

Calculating Empires: A Genealogy of Power and Technology, 1500-2025 (Kate Crawford, Vladan Joler).
Winners of S+T+ARTS Prize at Ars Electronica 2024

Renewed interest in art as creativity?

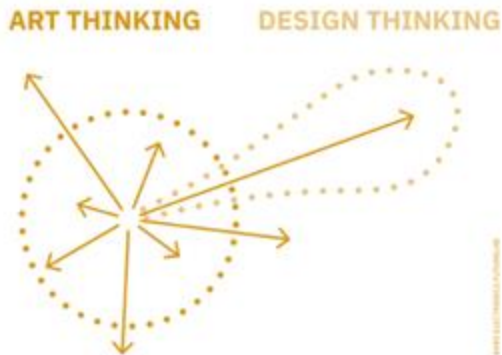
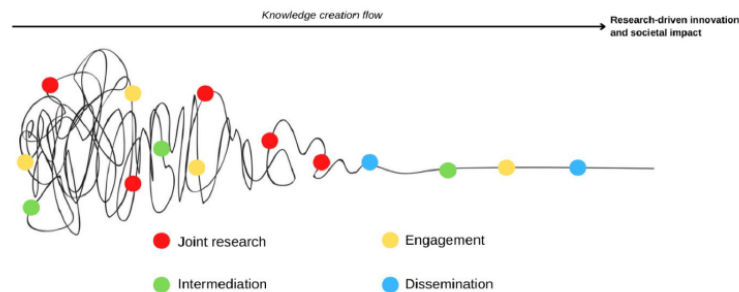


Fig. 8.2 <https://ars.electronica.art/futurelab/en/research-art-thinking/>, reproduced with permission

Is art taking the place in innovation today that design had 10–15 years ago?

Is this something that art is wholly unprepared and unsuitable for?

Figure: Participation of arts and cultural organisations along the knowledge creation flow

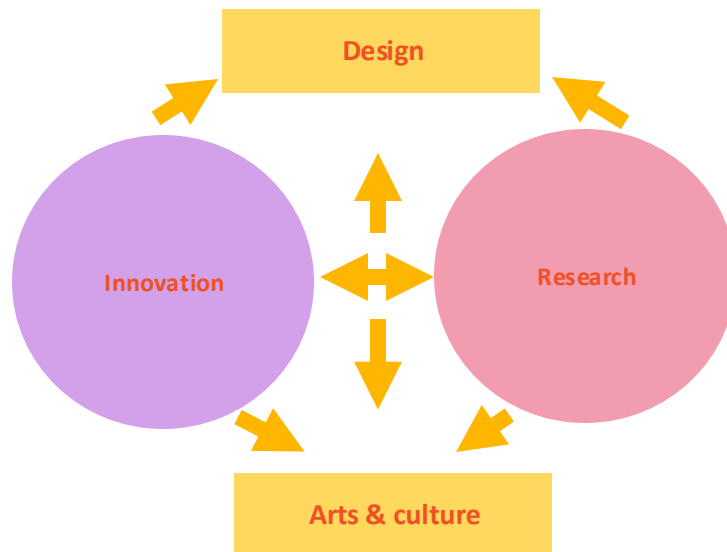


Source: IDEA Consult (built on the Design Squiggle illustration)

The same framing and the same expectations of what it can deliver?

What are opportunities and risks with merging different expressions of creativity?

- What would be the mutual benefits of collaboration between the different expressions of creativity and knowledge?
- How could it go wrong? What are the challenges?
- How does design and art relate (differently) to this context?
- What are your experiences with working with art, culture and artists?



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