

# InteractionSeeds

## **GERNIKARTEZ**

*SMART-SPACES FOR  
REDUCED STRESS AND WELL-  
BEING*

**PROMOTION OF WELLBEING THROUGH  
PERFORMING ARTS**

## ONCE UPON A CHALLENGE...



In 2023, in Gernika, we asked ourselves:  
Can culture reduce stress and enhance  
wellbeing?

This question sparked the creation of Gernikarteiz — a project that connects literature, music, and cinema with the goal of improving emotional wellbeing. But we didn't just want to promote culture; we wanted to measure its impact, to explore and demonstrate how creativity can be a powerful ally for social health.



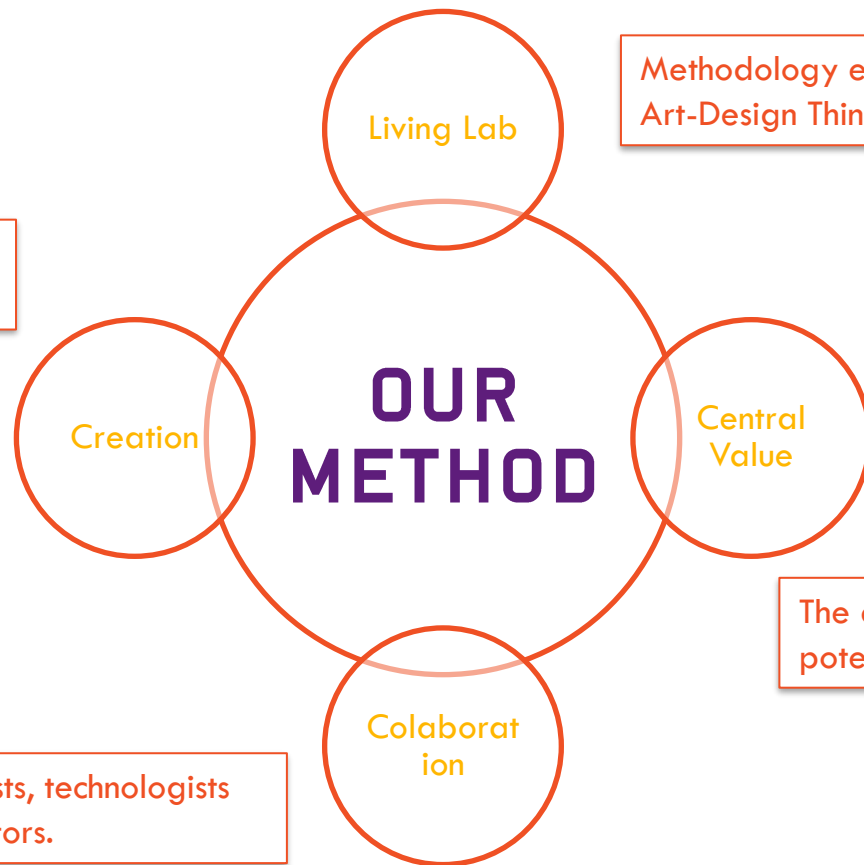
## ONCE UPON A CHALLENGE...



It is based on the co-creation with stakeholders of a literature, music and cinema podcast to alleviate stress. Gernikartez started in 2023 as a co-creation project to promote social participation and received an Award as Community Engagement Project 2023.

## OUR METHOD: CO-CREATION WITH PURPOSE

Cultural podcasts and  
audiovisual content.



Citizens, artists, technologists  
and local actors.



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## OUR METHOD: CO-CREATION WITH PURPOSE





## THE TURNING POINT: A CO-CREATIVE WORKSHOP

On May 16, 2024, we held a workshop at Tabakalera (San Sebastián), the International Centre for Contemporary Culture

The workshop brought together researchers, creators, and citizens around the theme of technology, art, and wellbeing. Through interactive presentations and reflections, participants explored:

Human-centered technology with artists (Tekniker)

VR/AR and digital sculpture (Trivima & Maximilian Pelzmann)

Dance for stress relief and social inclusion (DAB)

Electronic music and identity (Dantz + UPV/EHU)

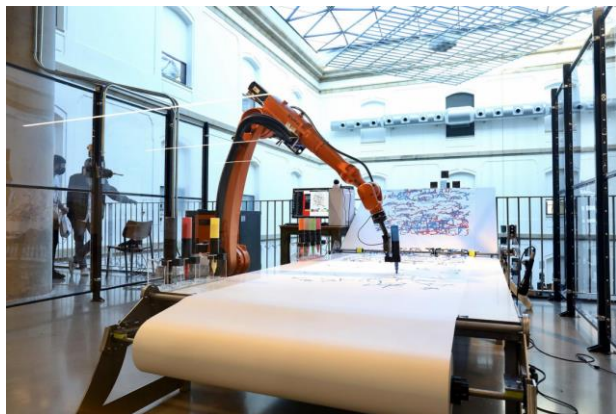
Strategic design and user wellbeing (Diaradesign)

The event created a fertile ground for cross-sector dialogue, revealing the need for more facilitators to bridge art, technology, and industry.



## TECHNOLOGIES FOR PEOPLE: R&D THROUGH COLLABORATIONS WITH ARTISTS

A reflection on **how technology can be efficiently, confidently, respectfully and critically incorporated into human life through a combination of artistic and scientific methodologies**, along with examples of projects focusing on human-interface interaction.



### Johan Kildal (Researcher)

Researcher specializing in human factors in technology. He explores methodologies that combine art and science.



### Amaia Vicente (Artist)

Her work focuses on the respectful and critical integration of technology into human life.

## VIRTUALISATION AND ART: EXPLORING NEW CREATIVE PROCESSES

### MAXIMILIAN PELZMANN & TRIVIMA

Presentation of the **studio of digital architecture** with the example of the virtualisation of the sculptures of the **artist Maximilian Pelzmann**. Trivima works in two areas:

#### VIRTUAL REALITY

Immerse the visitor in any place, visit past or future scenarios and times, real or imaginary scenarios, with the ability to modify and interact with them by means of a Virtual Reality helmet.

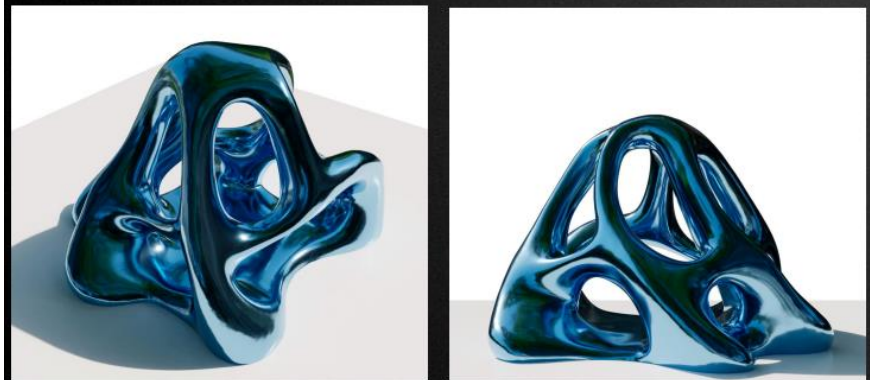
#### AUGMENTED REALITY

Transport 3D objects to a user digitally, allowing them to be visualised in detail, studied from different points of view, even placing them in their own physical environment via a mobile phone or tablet.





**1 PROCESO:** Virtualización.



**2 PROCESO:** NFT para ART BASEL (Miami)



## INTRODUCTION OF DAB CONTEMPORARY DANCE START-UP MARINA ESKISABEL, IKER SANZ

The emerging start-up DAB presented success stories in the dissemination of contemporary dance among different groups (children and the elderly) to reduce stress, improve body awareness and increase well-being.

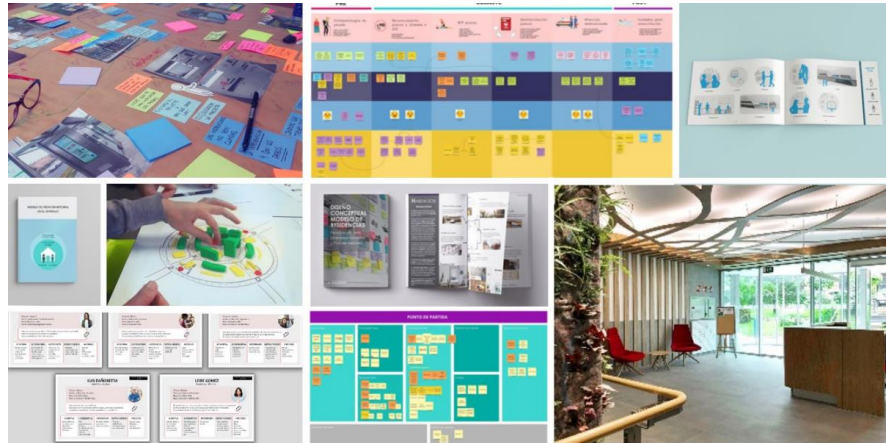


## THE TASTE FOR ELECTRONIC MUSIC. EMOTION, IDENTITY AND PARTICIPATION DANTZ: JOKIN TELLERIA

A sample of a sociological study, held by the University of the Basque Country with Dantz, using a psychosocial approach methodology, on how electronic music affects people's health, how it shapes their belonging to society and their identity.



**Strategic design company** for creating service and **physical/digital solutions** that focuses on improving the user experience and interaction. They have a wide experience in service design, based on giving **solutions to social and cultural challenges** though technology and Design-thinking.





# CONCLUSIONS OF THE WORKSHOP



## Need for facilitators

There is a lack of professionals who can effectively connect industry, art, and technology.



## Analysis of best practices

Studying benchmarks such as Sónar, Ars Electronica and the Creative Economy Conference.



## Collaborative ecosystem

Strengthen connections between cultural and technological institutions.



# WHAT DID WE ACHIEVE?

## Skills developed

Co-creation, emotional expression and technological literacy.

## Sense of belonging

Engaged participants and part of something meaningful.

## New perspectives

Vision on how art and technology can serve society.

## Recognition

Community Engagement Project 2024.





## LESSONS LEARNT & REPLICATION POTENTIAL

1

### Inclusion of artists

Incorporate them from the beginning of innovation projects

2

### Dual design

Combining aesthetic and functional objectives in each creation.

3

### Participatory evaluation

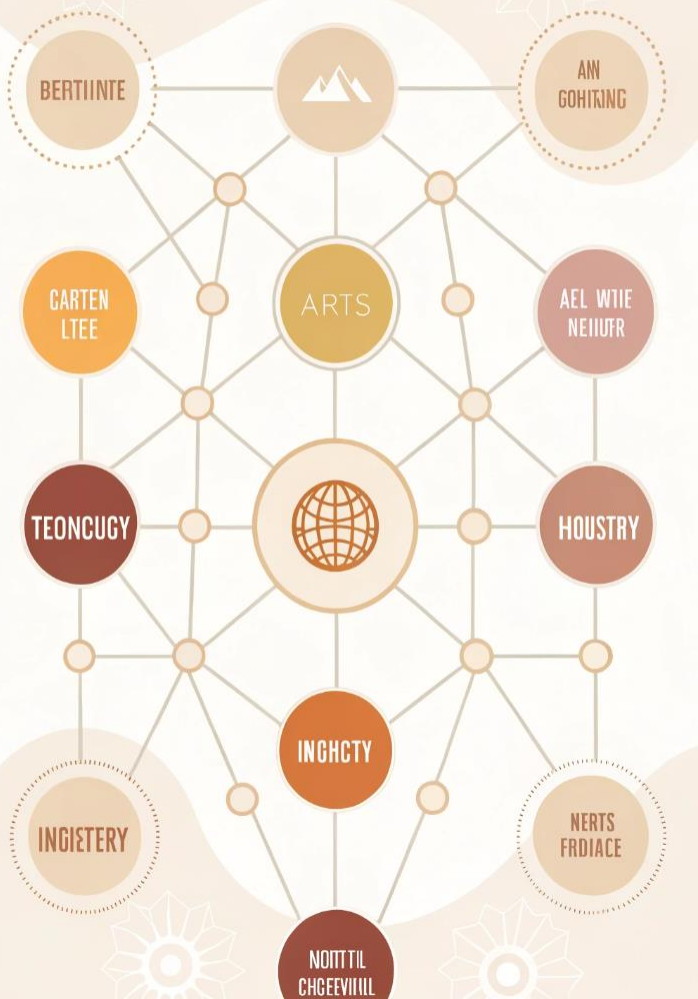
Use measurable indicators of well-being with participants.

4

### International connections

Share best practices and inspire local ecosystems





## Intersectoral collaboration

The workshop fostered connections between artists, researchers, and technologists. It inspired the creation of more human-centered innovations..

# Basque Cultural Ecosystem

It served as a platform to showcase best practices, increased visibility, and created connections between industry professionals

## Strengthening the CCIs

Contributed to positioning the Cultural and Creative Industries as a vital force for innovation and collaboration in the region.

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