

# UAS4Europe

Arts & Design Workshop

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Workshopleader: Martin Zimmer

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hdk

Zürcher Hochschule der Künste  
Zurich University of the Arts

# ZÜRCHER HOCHSCHULE DER KÜNSTE







„Audience-centred models and prototyping could become essential to rebuilding the economics of the audiovisual industries. Participation, Personalisation and Prototyping: the three Ps are clearly visible in the processes of world-leading digital companies.“ Power to the Pixel Think Tank, 2015



Science + Technology + Arts = STARTS

*„The Arts can act as a catalyst for an efficient conversion of S+T Knowledge into novel products, services and processes while stimulating the involvement of citizens in innovation“*

# EU Commissioner Günther Öttinger

*„No restriction to the artistic freedom should be applied as it might compromise the creative process and thus, the essence of innovation as a valuable out-of-the-box thinking of artists is rooted in their artistic independence“ (2016)*

Collaboration between arts and industry/  
technology on novel solutions to address:

1. Industrial problems – for instance in the automotive sector, additive manufacturing, media or creative industries
2. Pressing societal challenges – for instance urbanisation or social inclusion
3. Including artistic exploration and reflections on novel uses of e.g. Internet of Things, sensors, robotics or (social) media

## Creating a structure for unexpected results

1. Emerge and open the project to a wide variety of partners
2. Networked approach
3. The involvement of audience through exhibition, events, workshops, focus groups should feed into the creative process – collaborative practice is at the heart of arts + design + science efforts has to find new ways to engage audiences





## A KILLER proposal is:

Criteria	aim	Aimed score
Excellence	4.5	<b>14.5</b>
Impact	4.5	
Implementation	4.5	

- How can you create this with an arts and design component in a research proposal ?



## Tour de Table

- Name and institution
- What would you like to get out of the meeting?
- Themes of interest
- What do you want to get out of the meeting?

– Best practice: TRADERS  
project

– Open discussion