

# WANT TO DIVE DEEPER INTO THE PROGRAMME AND THE PROJECTS?

## ABOUT INNOVATIONLABS

Creative Industries Fund NL and CLICKNL issued the Open Call for Innovationlabs twice, in 2021 and 2022. This call was open to innovative and experimental projects to tackle current challenges in the cultural and creative sector and to increase the sector's resilience. Many makers, cultural institutions and other creative parties responded. In the first edition, 16 projects were selected and in the second edition, 17 projects. Together, the 33 initiatives represent more than 200 parties from diverse cultural and creative disciplines. During DDW 2023, we celebrate and present the results of the first edition of Innovationlabs.

### THE RESEARCH COMPONENT

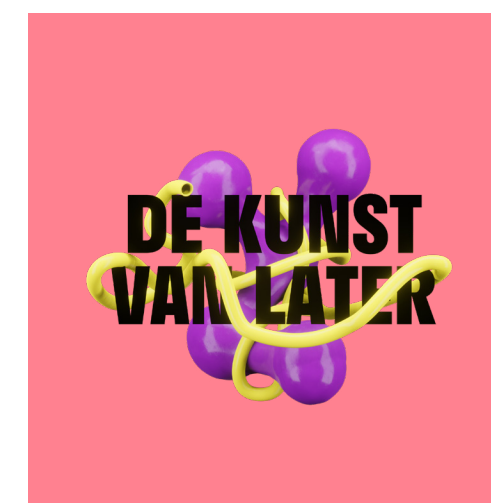
A team of researchers follow the activities within Innovationlabs and actively contribute to knowledge sharing, between the 16 Innovationlabs projects themselves and between these projects and the cultural and creative sector. In addition to sharing existing knowledge about innovation processes and models, the researchers generate new knowledge and insights that can contribute to solving complex issues within and beyond the cultural and creative sector.

### KNOWLEDGE & COMMUNITY PROGRAMME

In addition to financial support, the Innovationlabs programme also provides coaching and guidance in knowledge development and knowledge sharing. The participants are encouraged to contribute their ideas on the opportunities and obstacles in each other's innovation projects and to share their knowledge and insights with the sector. They are assisted by coaches who ask questions and help to reflect on the process as a 'critical friend'.



**ZUID. BOIJMANS VAN BEUNINGEN**  
The initiators of Zuid. Boijmans Van Beuningen aim to further develop a new museum concept that focuses on collaborative practices. Special attention is paid here to makers, local residents and school pupils.



**DE KUNST VAN LATER**  
Using an iterative approach, where research and design go hand in hand, the initiators of De Kunst van Later offer self-employed people in the creative sector tools to arrange their retirement provision better.



**FUTURE MATERIALS**  
The initiators of Future Materials aim to further develop and scale up their hybrid database of sustainable artist materials, which should contribute to making makers' practices more sustainable.



**INNOVATION:LAB**  
Innovation:Lab encourages theatre makers to experiment with technology. The aim is to broaden the programme and experience of performing artists and increase audience diversity.



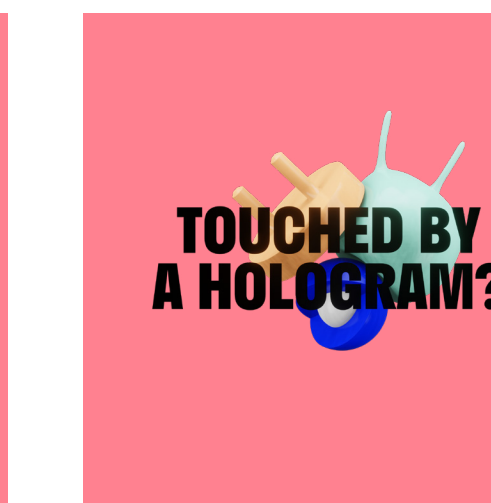
**META-ESTATE LAB**  
Can blockchain make a difference in the housing market? The project partners of Meta-Estate Lab want to explore and test the possibilities of decentralised financing using prototypes.



**PODIUMPAS**  
Podiumpas is a subscription model with which 47 venues nationwide are affiliated. The aim is to lower the threshold for culture lovers to go to the theatre more often and to see more adventurous performances, with fuller theatres as the intended result.



**THE NEW SOCIAL**  
How can cultural productions be meaningful in a hybrid online-and-offline form? The findings of The New Social will be compiled into a toolkit to be made available to the whole field.



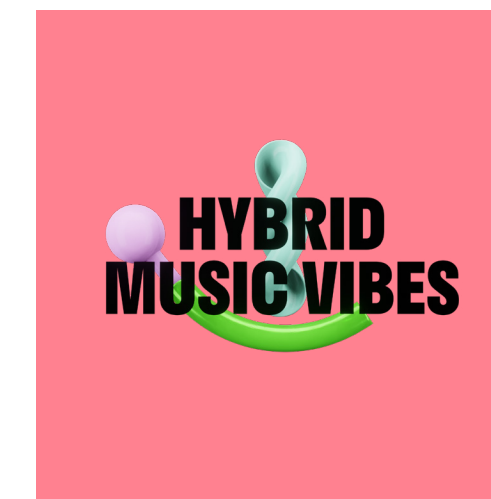
**TOUCHED BY A HOLOGRAM?**  
The initiators of Touched by a Hologram? are exploring the artistic possibilities of the virtual. The aim is to prepare the performing arts sector for a metaverse future.



**CROWDKEEPING**  
Crowdkeeping is an initiative to develop a working method and supporting tool for relationship management. For and also in collaboration with medium-sized organisations in the creative sector.



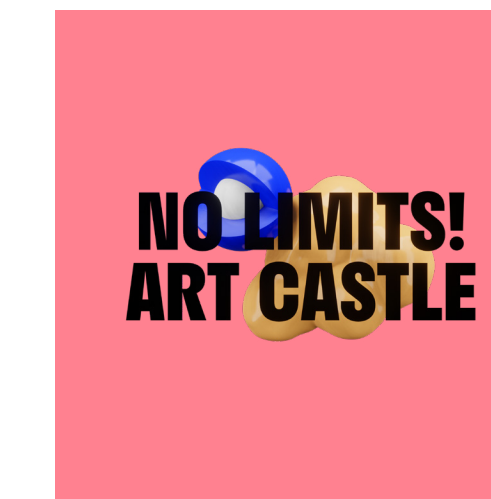
**EVERYBODY IN THE (ART)HOUSE!**  
How can cultural institutions utilise their digital or hybrid offerings to broaden their audience? The initiators of Everybody in the (art)house! are exploring the most promising answers.



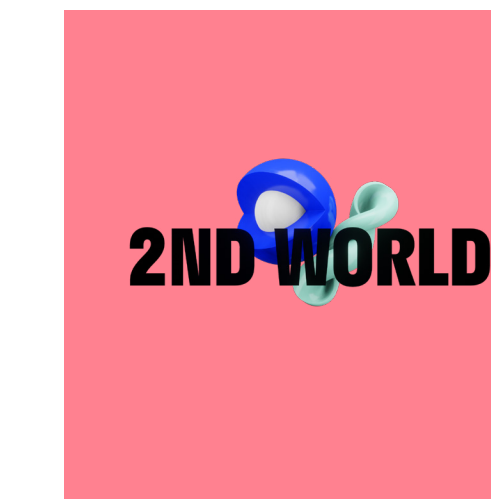
**HYBRID MUSIC VIBES**  
The initiators of Hybrid Music Vibes are exploring the possibilities of digital, artistic expressions for professional musicians.



**LIVING LAB OPEN CULTUURDATA**  
Living Lab Open Cultuurdata is a 'living lab' that investigates how open-source technology can contribute to greater reach and findability of the programme of online cultural productions.



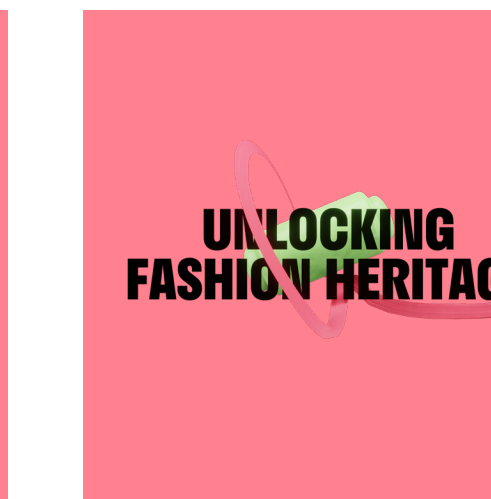
**NO LIMITS! ART CASTLE**  
By connecting makers from different backgrounds, the project partners of No Limits! Art Castle aim to make the sector more accessible to any kind of creativity and originality.



**2ND WORLD**  
In the 2nd World project, 11 WWII museums and memorial centres aim to develop a joint digital strategy that will extend the reach to new target groups.

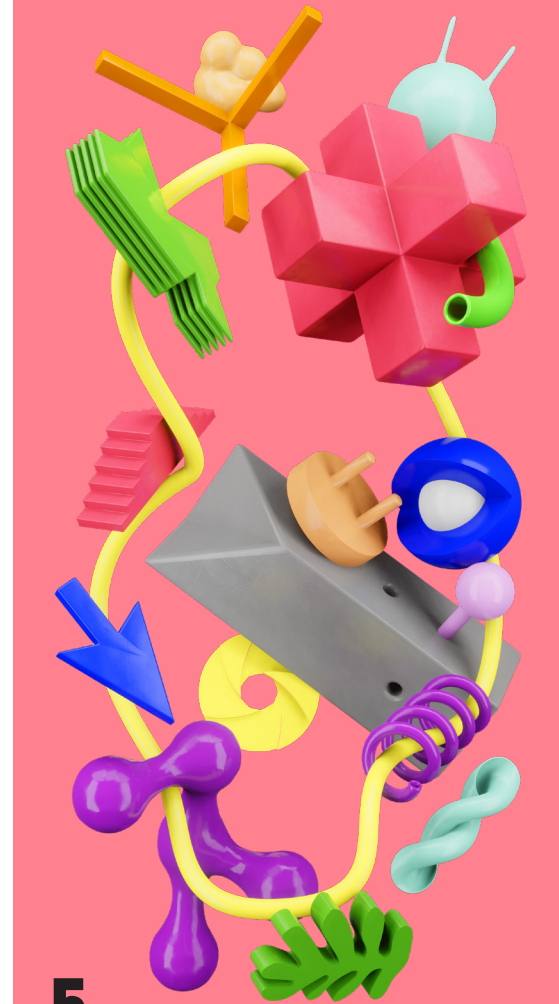


**TOOLKIT FOR THE INBETWEEN**  
Toolkit for the Inbetween involves experiments relating to hybrid cultural experiences. Special attention is paid to the interaction between the physically and digitally present audience.



**UNLOCKING FASHION HERITAGE**  
By means of 3D digitisation of museum fashion collections, the project partners of Unlocking Fashion Heritage aim to make historical and artisanal knowledge accessible to a wide audience, ranging from museum staff to 'home-based makers'.

## INNOVATIONLABS #1 PRESENTS: THE LIVING ARCHIVE



## 5. PUBLIC PARTICIPATION



# DURING THE INNOVATIONLABS PROGRAMME, RESEARCHERS FROM DIFFERENT KNOWLEDGE INSTITUTIONS EXPLORED THE FOLLOWING THEMES.

## INNOVATIONLABS #1

1. Collaborating on platforms
2. The position of the creative maker
3. Technology
4. Business models

## 5. PUBLIC PARTICIPATION

This roadmap focuses on public participation and explores ways in which audiences can be reached, ways to co-create with target groups, and strategies to design meaningful experiences for hybrid audiences: online and on-site.

## INNOVATIONLABS #2

6. Narrative-driven collaboration
7. Design-based and artistic research
8. Experience-enhancing technologies
9. Societal impact
10. Activating audience engagement

How can you gain a better understanding of your audience? How can you engage the public in the co-creation of your project? How do you design hybrid events that are appealing to both on-site and online visitors? Various Innovationlabs #1 projects have worked on ways of understanding, reaching and involving new audiences, and a selection is highlighted here. We have divided our observations on audience reach and participation into three overarching themes: (1) understanding and expanding your audience, (2) co-creation with the audience, and (3) hybrid public participation.

## DEFINITION HYBRID PUBLIC PARTICIPATION

A meaningful combination of online and offline participation, in which both online and physically present audiences are aware of each other's presence and have a valuable experience.

## 1 UNDERSTANDING AND EXPANDING YOUR AUDIENCE

Within the Innovationlabs projects, expanding and understanding the audience are important parts of the innovation process. Several projects, such as No Limits! Art Castle and Future Materials, go beyond the usual target groups and actively seek out and engage new audiences from various social and cultural contexts. By opening up their projects to new ideas and perspectives, these projects foster an inclusive environment for innovation.



Image: Duran Lantink

## NO LIMITS! ART CASTLE

No Limits! Art Castle promotes inclusivity in the arts. By developing an independent place – the art castle – it aims to break down existing barriers in art and culture, such as those between art and design and between so-called 'outsider' artists and the rest of the art world.



Image: Jan van Eyck Academie

## FUTURE MATERIALS

Future Materials aims to disseminate knowledge about sustainable materials and create an active community engaged in the sustainable transition in the arts and beyond. The programme uses online platforms (e.g. the online database and Instagram) and on-site resources and activities to empower diverse groups. Future Materials aims to emphasise the crucial role of collaboration when dealing with complex transitions such as sustainability and is therefore committed to interweaving relationships between designers and artists, students, researchers, scientists and many others.

## 2 CO-CREATION WITH THE AUDIENCE

The public could be the end users of a technology or the target audience of a service. Involving them throughout the design and development of the project ensures a connection with the needs, expectations and experiences of the target groups. The iterative process of testing, evaluating and modifying the prototypes together with the target group is an intensive but rewarding process for co-creating innovation. Living Lab Open Cultuurdata and Kunst van Later are among the projects that embrace this collaborative way of working.



Image: Living Lab Open Cultuurdata

## LIVING LAB OPEN CULTUURDATA

Living Lab Open Cultuurdata explores how open-source technologies can improve the reach and findability of online cultural productions without making use of 'big-tech' platforms. The project develops its user cases based on insights from user research. In co-creation formats, including a hackathon, the project explores how to address important challenges, such as developing and implementing an open standard for metadata within the cultural domain for global communities with inclusive mindsets.



Image: De Kunst van Later

## DE KUNST VAN LATER

De Kunst van Later employs user research and co-creation to enhance stakeholder engagement. Through a design process, it explores new and better possibilities for retirement provision for cultural and creative self-employed people in collaboration with stakeholders from the creative sector, the pension industry and self-employed artists. Furthermore, an in-depth investigation of the target audience was conducted through a survey.

## 3 HYBRID PUBLIC PARTICIPATION

Hybrid public participation is a means to open up your event or project to both online and on-site participants. After the pandemic, many cultural organisations are exploring how they can retain what works well online and combine it with engaging interactions on-site. But how do you make hybrid participation a valuable experience for both audiences? Toolkit for the Inbetween and The New Social pave the way to engaging hybrid events and publications.

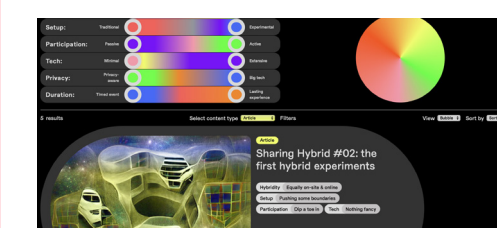


Image: Toolkit for the Inbetween

## TOOLKIT FOR THE INBETWEEN

Toolkit for the Inbetween investigates the spaces between the online and offline. Through a series of inspiring experimental events, surveys and conversations with its participants, the project has developed valuable insights into what constitutes an engaging hybrid event. Main takeaways: make sure you design for equality, visibility and accessibility. The project outcomes are bundled in a toolkit for creative and cultural organisations who want to design a hybrid event.



Image: Pieter Kers, Beeld.nu

## THE NEW SOCIAL

The New Social wants to explore the boundaries of hybridity through hybrid forms of publishing and creative events. The public can compile their own publication based on an online archive, enriched with metadata, with an accessible interface. Creative events focus on improving the communication between the online and onsite participants and on creating an equal, though sometimes different, experience for these two audiences.

## CONCLUSION

In various Innovationlabs projects, audience research, co-creation and public participation are key to the innovation process. External participants and diverse stakeholders are invited to contribute by sharing their perspectives, and jointly cultivating an environment of inclusivity and innovation. Insights from audience research shed light on their diverse needs, preferences, wishes and expectations, which can inform choices in the design and development of the project.

Equally vital is co-creation, where projects evolve collaboratively with the public. This cooperative process allows projects to align closely with their audiences' needs, desires and expectations. Exploring hybrid public participation, a fusion of online and on-site engagement, leads to new event formats. The expansion and enhancement of audience outreach and participation stand as catalysts for innovation, driven by audience research, co-creation and hybrid interaction, nurturing fertile ground to cultivate innovation.

## CREDITS

### Programme Lead

The Creative Industries Fund NL & CLICKNL

### Exhibition Concept & Design

Fillip Studios

### Visual Identity

studio de Ronners

The Innovationlabs programme is an initiative in response to the advice 'Onderweg naar Overmorgen' (2020) from the Council for Culture. The programme is a joint project of the six national cultural funds and CLICKNL, and provides funding for experimentation and innovation through projects that contribute to the sustainable recovery of the sector. Innovationlabs is operated by The Creative Industries Fund NL and CLICKNL on behalf of the Ministry of Education, Culture and Science.

## RESEARCHERS

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