

WANT TO DIVE DEEPER INTO THE PROGRAMME AND THE PROJECTS?

ABOUT INNOVATIONLABS

The Innovationlabs programme gives an impulse to new resilience in the cultural and creative sector. Creative Industries Fund NL and CLICK NL 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. 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 Dutch Design Week 2024, we present and celebrate the selected projects from the second edition of Innovationlabs.

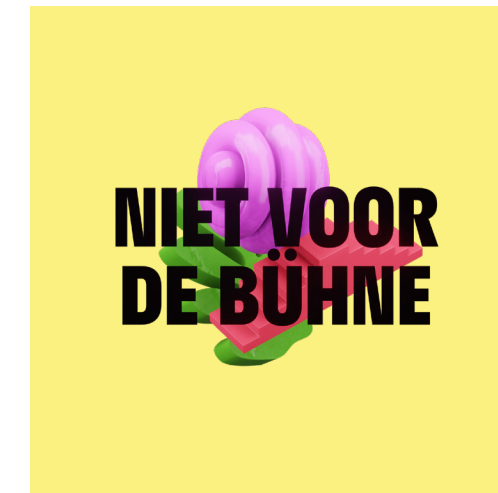
THE RESEARCH COMPONENT

A team of lecturers follow the activities within Innovationlabs and actively contribute to knowledge sharing, both between the Innovationlabs projects themselves and between these projects and the cultural and creative sector.

KNOWLEDGE & COMMUNITY PROGRAMME

In addition to financial support, the Innovationlabs programme also offers 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.

THE PROJECTS



NIET VOOR DE BÜHNE

Niet voor de Bühne examines artistic expression in the 21st century. What is the role of artists in fundamental crises such as climate disruption?



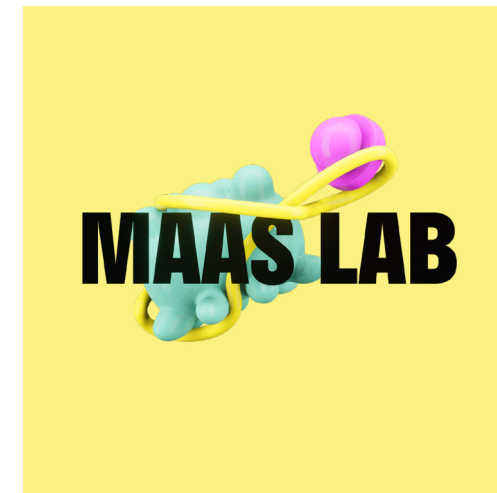
GROEN & INCLUSIEF VOORWAARTS

The initiators of Groen & inclusief voorwaarts utilise festivals as test cases to try out innovations in sustainability and inclusion and engage a wide audience.



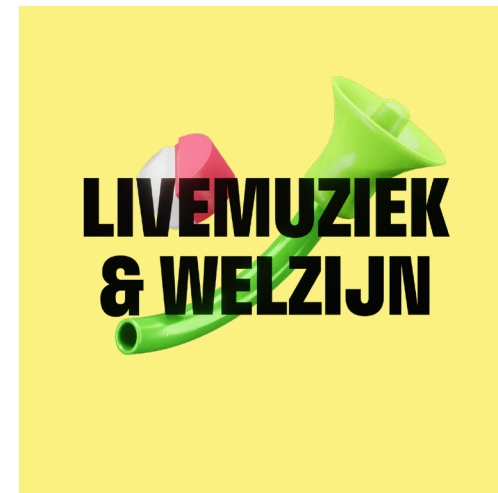
GEZOCHT: TALENTVOLLE GEMEENTEN

The Gezocht: talentvolle gemeenten project partners aim to increase the level of support at municipalities for working together with creative and cultural makers on current issues.



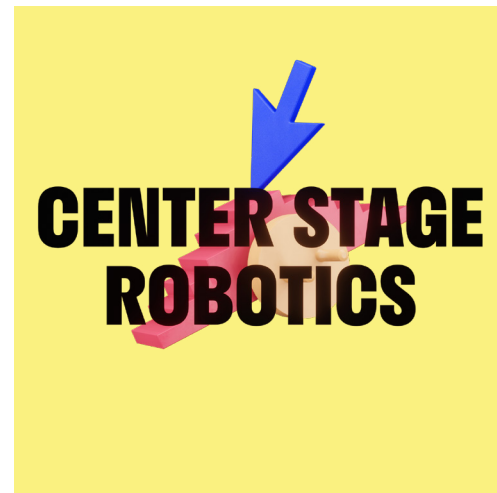
MAAS LAB

By establishing a collaboration between people and the River Maas, the initiators of Maas Lab are exploring new strategies for communicating, organising and co-creating.



LIVEMUZIEK & WELZIJN

In this project, musicians, medics and sociologists explore how live music affects our hearts, heads and relationships, and which new applications this can generate.



CENTER STAGE ROBOTICS

Center Stage Robotics explores the theatrical and performative potential of industrial robots. The ultimate goal is to create a new playing field for robotics on the stage.



HOUSE OF LEGACIES

House of Legacies is working on an inclusive theatre archive where past and present performing arts are included and accessed on equal terms through an online portal.



THE LINEN PROJECT

The Linen Project explores how the linen supply chain can serve as a model for a new economic system where social and environmental values are central, instead of financial growth.



OPEN CULTURE TECH

Open Culture Tech researches and develops an immersive toolkit that gives musicians in the Netherlands low-threshold access to affordable AR- AI- and avatar applications.



FIERA DEL SUONO

Fiera del Suono explores the museum-setting and autonomous possibilities of augmented audio to increase public reach and enrich the experience of museum visitors.



PUBLIEKS-MONITOR & PREDICTIVE AI

Using predictive AI techniques, this initiative aims to develop a tool for makers, programmers and marketers to make considered choices in programming and marketing.



ROTTERDAM WRITERS' ROOMS

Rotterdam Writers' Rooms is an incubator programme for writers with a strong drive to tell stories that are often underrepresented in films and series.



MIXED REALITY FOR CULTURE

Mixed Reality for Culture investigates how the events industry can appeal to a new, digitally oriented audience with mixed-reality techniques and gamification.



ARCHIVING THE PRESENT

Archiving the Present works with archives of cultural institutions to promote data and digital literacy for the new archivists and data specialists in the cultural sector.



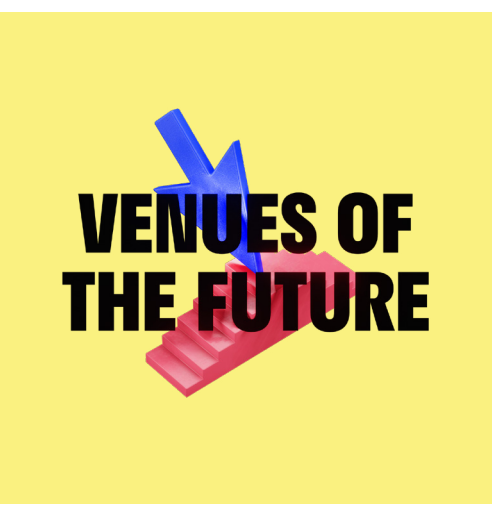
COLLABORATIONS FOR FUTURE

In Collaborations for Future, designers and climate scientists collaborate in an incubator programme to explore new ways of working together in times of climate change.



MOVING MEDIA LAB

Moving Media Lab is a trajectory for creatives within the arts, design and science, who have an interest in the relationship between new technologies, movement and the body.



VENUES OF THE FUTURE

Venues of the Future explores the virtual future of the performing arts with an eye for online and hybrid forms of audience interaction.

INNOVATIONLABS #2 PRESENTS: THE GROWING ARCHIVE



9. SOCIETAL IMPACT



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

INNOVATIONLABS #2

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

This roadmap explores how creative practices can drive change in society.

Creative practices hold significant societal importance. Art and culture can inspire societal change, for example, by resonating with people on a personal level or by envisioning abstract ideas in imaginative ways. The value of art and culture can therefore be both societal and artistic. Some creative projects also have an explicit societal objective. And that is the case with many of the projects from Innovationlabs #2.

In particular, several focus on the global climate crisis, and do this in very different ways and with different goals in mind. To describe the ways in which the projects have societal impact, we rely here on the CreaTures Framework, a model for evaluating the contribution of creative practices to societal change. We look at three forms of societal impact: changing meaning, connections and power.

DEFINITION SOCIETAL IMPACT

The ultimate, long-term effect of creative practices. In the process, it goes beyond the immediate, short-term results of activities. The societal impact of arts and culture is linked to the idea of its transformative capacity: it involves fundamental, structural changes to our society and system.

1 TRANSFORMING MEANING

The creative practices of the projects in Innovationlabs #2 have an impact on the meaning we give things. They do so, to follow the division of the CreaTures Framework, by focusing on embodiment, by providing learning opportunities and by imagining. Embodiment refers to the fact that art helps people understand complexity through their senses, and experience different realities for themselves. Learning opportunities present themselves through new ways of seeing, being and doing, allowing assumptions and world views to be challenged. Finally, the Innovationlabs #2 projects depict a different future in a moving and challenging way, making societal change palpable as a result.

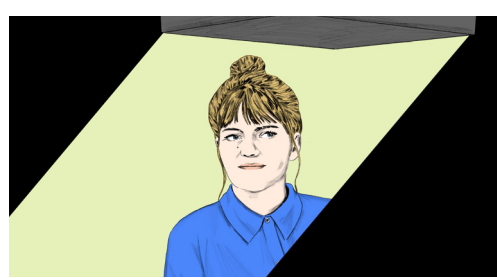


Image: Jip van den Toorn

NIET VOOR DE BÜHNE

Niet voor de bühne looks at how artists can contribute to societal change. The project is working on an impact strategy for individuals, businesses and politicians. Central to this is the work of theatre-maker Anoeek Nuyens, who frames the climate crisis as a crisis of culture in her custom-made performances for individuals, businesses and politicians. Here, imagining new ways of seeing and doing play a major role.



Image: Calluna Denkers

GROEN & INCLUSIEF VOORWAARTS

The initiators of Groen & inclusief voorwaarts support a number of promising innovations in the area of sustainability and/or social inclusion to make the step to a marketable product or service. These innovations are multiform, but often make new ideas understandable or conceivable because they consist of tangible creative applications that show how change can be put into practice.

2 TRANSFORMING CONNECTIONS

Secondly, the Innovationlabs projects contribute to change by making new connections, building relationships and bridges. Changing connections in creative practices typically focuses on different ways of caring, organising and inspiring. For instance, creative practices can help build new ways of caring for each other and for the world, offering safety and empathy but also showing energy and courage. Creative practices can also support and initiate new communities, networks and structures. Finally, creative practices inspire actions beyond their immediate connections. They do this by providing and disseminating ideas and examples.



Image: The Linen Project

THE LINEN PROJECT

The Linen Project studies how the industrial production chain of linen can organise itself differently. In addition, a collective of linen stewards forms a community that cares for the well-being of people and natural resources. By presenting a small-scale, commons-based alternative production process, The Linen Project holds up a mirror to the textile industry and shows how things can be done differently.



Image: Collaborations for Future

COLLABORATIONS FOR FUTURE

Collaborations for Future focuses on collaboration between designers and climate scientists. This collaboration takes place in an incubator programme where they work together one on one, exploring whatever issue they believe is worth addressing. Simultaneously, from examining the process, new knowledge is developed and shared. The aim is to learn from these experimental collaborations and develop new instruments, working methods and models for the climate challenge.

3 TRANSFORMING POWER

Thirdly, the Innovationlabs projects encourage power change by bringing about changes in existing power structures. The CreaTures Framework describes how creative practices do this by co-creating, empowering and destablilising. Co-creation helps people experience the power of the arts. They also learn new skills, define problems and become more aware of another person's position. Creative practices can create empowerment by giving voices and perspectives more space in places where there is normally no room for them. This way, people can experience new forms of power and freedom. Creative practices can also help to question, repair and dismantle current, existing systems. These three ways of driving change are also reflected in the projects.

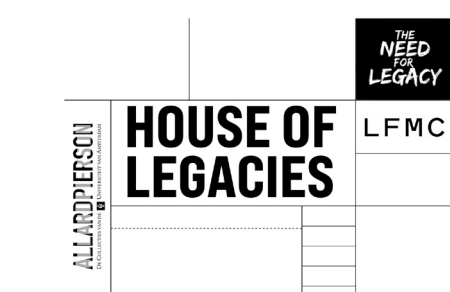


Image: House of Legacies

HOUSE OF LEGACIES

House of Legacies aims to create an inclusive theatre archive that includes past and present performing arts on equal terms through an online portal. In this way, they want to draw attention to the artistic legacies of makers of colour, knowledge that is now fragmented and missing from the theatre canon. By adding this information, the online portal also destablilises the existing theatre canon.



Image: Amani Omaisi

ROTTERDAM WRITERS' ROOMS

In the Rotterdam Writers' Rooms project, the partners involved set up an incubator for makers of colour. Here, the makers work on scripts for film and television. Giving other makers a voice in these writers' rooms opens up space for new perspectives and stories. Ultimately, the project could have an impact on the film sector in Rotterdam and the position of scriptwriters within it.

CONCLUSION

Many of the projects in Innovationlabs #2 strive to achieve societal impact. They do this by stimulating changes in meaning, connections and power structures in their creative practice. The starting point and scope of these changes vary from project to project. For example, a number of projects are primarily exploring change in the cultural and creative sector itself. These projects feel a shared responsibility to change the cultural value chain or the sector so it can be more meaningful. By taking the value chain or the sector as a starting point and innovating in it, these projects can be an example for other sectors. A number of other projects focus more on contributing to change in domains outside the cultural and creative sector. It is then about the search for how artists and designers themselves can contribute to societal change. What all these projects have in common is that they are looking for a different way of working and producing that focuses not on the product but on the societal impact.

RESEARCHERS

Lies Wijnterp (HKU University of the Arts Utrecht), Sabine Niederer (Amsterdam University of Applied Sciences), and Gwen Parry (Amsterdam University of Applied Sciences)

CREDITS

Programme Lead:
The Creative Industries Fund NL & CLICKNL

Exhibition Concept & Design:
Fillip Studios

Visual Identity:
studio de Ronners

The Innovationlabs programme is a joint project of the six national culture funds and CLICKNL, and provides funding for experimentation and innovation through projects that contribute to the sustainable recovery of the sector. The project is implemented by The Creative Industries Fund NL and CLICKNL on behalf of the Ministry of Education, Culture and Science.