

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.



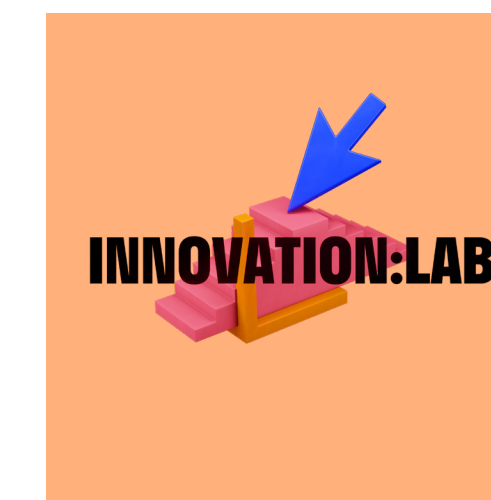
DE KUNST VAN LATER

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.



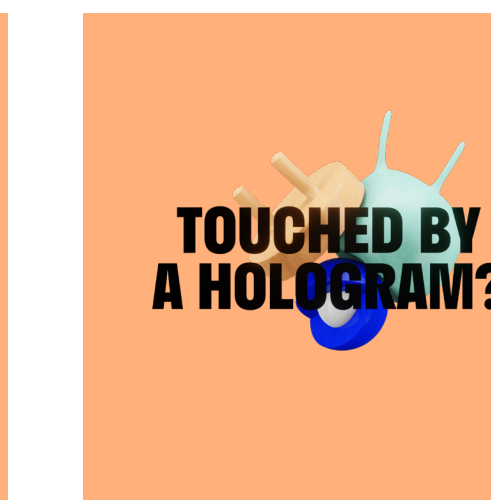
PODIUMPAS

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.



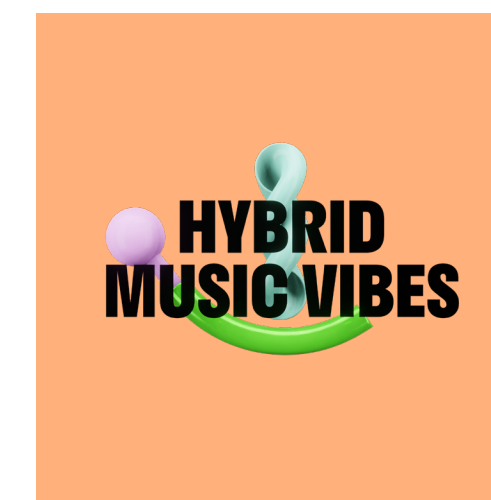
CROWDKEEPING

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



1. COLLABORATING ON PLATFORMS



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 explores how platforms can play a vital role in bringing about innovation in the sector and promote further collaboration.

INNOVATIONLABS #2

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

In recent decades, platforms have increasingly been considered to be an important vehicle for innovation. Platforms are seen as a specific form of collaboration that can lead to innovation, while also offering opportunities for other parties to join or continue working with the results of the platform, which makes new collaborations possible. We take a look at three ways to foster innovation through platforms and demonstrate this by means of several projects from Innovationlabs #1.

DEFINITION PLATFORMS

A structure that enables value creation by providing a basis for external organisations to either create complementary products or transact directly with end users or other organisations.

1 PLATFORMS AS ENABLERS

When platforms function as enablers, a large part of the innovation takes place outside the organisation that develops and supplies the platform. The platform provides the infrastructure that makes it possible to build on and innovate further. There are several projects from Innovationlabs #1 that can be seen as enablers, such as Innovation:Lab and Unlocking Fashion Heritage.



Image: Adem Gümrükçüler

INNOVATION:LAB

Innovation:Lab functions as a 'meeting point' for the use of digital technologies, and therefore fosters collaborations within and outside the sector as well. The platform has also made its permanent tech lab available for the rental of facilities and support. In this way, expensive investments in hardware and software for digital technology can be used by the entire sector, avoiding the often impossible individual purchase by creative makers.



Images: Cees de Jonge, The Visual Art Box

UNLOCKING FASHION HERITAGE

Unlocking Fashion Heritage can also be classified as an enabler for part of their operation. The knowledge they have developed about digitising vulnerable historical fashion is shared via their website and a pop-up lab, so that professionals with different types of knowledge and expertise can come together and build on this knowledge.

2 PLATFORMS AS SIMPLIFIERS

When platforms serve as simplifiers, innovation lies in the platform's ability to simplify existing transactions and actions. The platform aims to connect a large number of users and/or providers in a more efficient, frictionless and uniform manner. Within Innovationlabs, the projects Living Lab Open Cultuurdata and Crowdkeeping can be regarded as platforms that advocate such simplification.



Image: Living Lab Open Cultuurdata

LIVING LAB OPEN CULTUURDATA

Living Lab Open Cultuurdata aims to decentralise cultural data and open source in such a way that they can be easily aggregated via a platform and then distributed in an unambiguous way to the general public. Two facilities that are being developed are intended for sharing cultural agendas and for playing and archiving registrations of online video offerings.



Image: Crowdkeeping

CROWDKEEPING

The Crowdkeeping project is also about simplification. In this initiative, a working method and supporting tools have been developed for relationship management. The method and tools have been developed for and in collaboration with medium-sized organisations in the creative sector.

3 PLATFORMS AS CATALYSTS

In the third and final form of innovation, the platform ensures that potential audiences or end users who were previously not being served are activated. As a catalyst, these platforms ensure that new purchases take place because providers find users they would not have found otherwise, or vice versa, users find providers they would not have found before. Within the Innovationlabs projects, Podiumpas and Everybody in the (art)house! can be regarded as catalysts.



Image: Vandejong Creative Agency

PODIUMPAS

Podiumpas is rolling out a subscription model that allows visitors unlimited access to theatres and concert halls for a monthly fee and within a certain booking period. An important effect of the platform is that visitors not only go to the theatre more often, but also make more adventurous decisions when choosing performances.

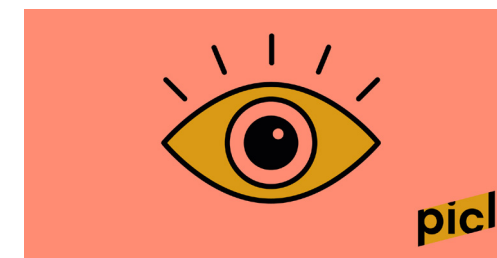


Image: Everybody in the (art)house!

EVERYBODY IN THE (ART)HOUSE!

In Everybody in the (art)house!, the film consumption of the 'hybrid' audience – people who watch films both online and in cinemas – is examined. An extensive set of socio-economic and lifestyle characteristics is taken into account. Using these insights, the current online and offline programmes and communication can be refined and better coordinated, and new online or offline opportunities for cinemas and distributors to reach their audience can be pursued. In this way, new target groups that have not yet been approached can be reached.

CONCLUSION

Many of the Innovationlabs #1 projects have some form of platform, which can lead to new opportunities not only for the parties involved, but also for other organisations in the sector and the public. In that respect, the Innovationlabs programme has opened up many new possibilities. At the same time, various challenges have also arisen in establishing the various collaborations, especially when working with platforms. Commitment and shared ownership turned out to be crucial factors for success and should be taken into account when building a solid foundation for collaboration.

CREDITS

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The Creative Industries Fund NL & CLICKNL

Exhibition Concept & Design

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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.

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