WANT TO DIVE DEEPER INTO THE PROGRAMME AND THE PROJECTS?

WWW.INNOVATIELABS.ORG

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

2. THE POSITION OF THE CREATIVE MAKER

DURING INNOVATIONLABS #1, FIVE RECURRING THEMES WERE EXPLORED BY RESEARCHERS FROM DIFFERENT ART SCHOOLS AND UNIVERSITIES OF APPLIED SCIENCES IN THE NETHERLANDS.

The position of the creative maker is of crucial importance for the vitality of the cultural and creative sector and society at large. That is why we analyse how their position can be strengthened, how the position of the creative maker is evolving and how this group of creative professionals is involved in the intended innovations of Innovationlabs #1.

1. Collaborating on platform
2. **THE POSITION OF THE CREATIVE MAKER**
3. Technology
4. Business models
5. Public participation

This roadmap explores how the position of the maker can be improved or altered to foster innovation.

DEFINITION CREATIVE MAKER

A future speculator who enriches society with stories that we can ex-perience through words, images, smells, sounds and touch – stories in which our living environment is symbolically examined and interpreted from different perspectives with openness and amazement.

1

STRENGTHENING THE ECONOMIC POSITION OF THE CREATIVE MAKER

The creative maker is present in most Innovationlabs #1 projects, but in a wide variety of roles. In some projects, the creative maker is addressed as the target group for the innovation. In these cases, the projects aim to boost the reach and sales of the creative makers' artistic productions and therefore contribute directly or indirectly to obtaining more income and/or generating greater brand awareness. An important challenge here is to compensate creative makers through specific revenue models, for example on the basis of licensing rights. In other projects, such as De Kunst van Later and No Limits! Art Castle, creative makers are explicitly involved themselves and the initiatives even revolve around them. Strengthening the socio-economic position of the creative maker is of vital importance to the initiators of these projects.

Image: De Kunst van Later

DE KUNST VAN LATER

De Kunst van Later aims to strengthen the economic position of self-employed people who work in the creative sector by improving their retirement provision. For this purpose, new insights into the specific characteristics of the cultural and creative self-employed are gained from the artists themselves. There is no such thing as 'a self-employed artist', which means several innovations are necessary to strengthen the income position of the self-employed, now and later.

Image: Duran Lantink

NO LIMITS! ART CASTLE

An important aspect of No Limits! Art Castle is equal appreciation and remuneration for professional artists and artists with a disability. By promoting their artistic value, the aim is also to translate this appreciation into a better economic position for these professionals. However, specific regulations for healthcare costs form an obstacle in this respect.

2

THE CREATIVE MAKER AS INNOVATOR

The direct role of the creative makers in the Innovationlabs projects is diverse. In a number of projects, the creative maker is being deployed based on the idea that their creative input is a condition or even a necessity to achieve the intended innovations. It mainly involves creative approaches to materials, technology and/or design processes, as in Hybrid Music Vibes and Meta-Estate Lab.

Image: Robbie van Hek

HYBRID MUSIC VIBES

Hybrid Music Vibes gives artists the opportunity to investigate how new technologies can contribute to the presentation and experience of their music. Through access to the latest technologies, the necessary knowledge and room for experimentation, this project contributes to the development of the artist, while the artists involved and the applications they create simultaneously act as a driver of innovation in the music sector.

Image: JustJusta

META-ESTATE LAB

The creative maker as innovator – represented by ARCAM – is given a special role in Meta-Estate Lab, where the architect is given greater agency within the complex eco-system of building assignments by means of blockchain technology. By making the architect both initiator and stakeholder, the lab aims to give the architect a stronger position when dealing with wealthy project developers and construction companies whose influence has increasingly had an effect on the creative process.

3

THE HYBRID FUTURE OF THE CREATIVE MAKER

The creative maker innovates incrementally or radically on the basis of specific knowledge and skills concerning materials, techniques and methods. In some Innovationlabs projects, the question is explicitly asked whether the specific knowledge and skills of the creative maker are actually in need of renewal themselves. In short: the creative makers must themselves innovate, in terms of knowledge and skills and their position in the field. It mainly results from increasing hybridisation of the professional practice of creative makers who emphatically enter into relationships with other communities of practice, knowledge domains and fields of work. This is for example the case in the Zuid. Boijmans Van Beuningen and Innovation:Lab projects.

Image: Tomas Mutsaers

ZUID. BOIJMANS VAN BEUNINGEN

Zuid. Boijmans Van Beuningen links the artistic domain to the social domain. By bridging the gap between local residents in Rotterdam-Zuid and the traditional museum model, the participating artists not only make art (including community art), but also function as bridge-builders to attract a new, diverse audience to the museum.

Image: Adem Gümrükçüler

INNOVATION:LAB

Innovation:Lab brings creative makers and technologists such as software and hardware developers, 3D artists, mixed-reality artists, creative technologists and hacker communities together. In this way, creative makers expand their horizons, establish new forms of communication and develop new techniques that they can apply to their creative practice.

CONCLUSION

A number of projects within Innovationlabs #1 explicitly focus on strengthening the economic position of the creative maker by directly improving their current or future financial position. In addition, the possibilities for deploying the specific knowledge and experience of creative makers in domains other than primarily cultural ones, such as healthcare, welfare and education, are explicitly examined. Hybridisation of the practice of creative makers seems to offer better opportunities in the current era of integral and cross-sectoral connections, which are necessary for important societal transitions.

It also requires the creative makers to innovate themselves. The agility and resilience of the cultural and creative sectors benefits most from hybridisation of their roles. The creative maker will need to develop the language and tools to connect their creative expertise, and innovative thinking and doing, to scientific, technological and societal domains other than just those of art and culture.

RESEARCHERS

Jeroen van den Eijnde and Lucie Huiskens (ArtEZ University of the Arts)

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.