WANT TO DIVE DEEPER INTO THE PROGRAMME AND THE PROJECTS?

WWW.INNOVATIELABS.ORG

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

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.

PUBLIEKSMONITOR & 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.

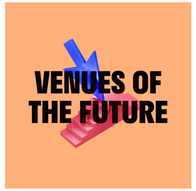
ROTTERDAM WRITERS' ROOMS
Rotterdam Writers' Rooms is an incubator programme for writers with a strong drive to tell stories that are often underrepresented in films and series.

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.

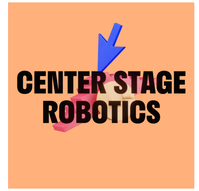
NIET VOOR DE BÜHNE
Niet voor de bühne examines artistic expression in the 21st century. What is the role of artists in fundamental crises such as climate disruption?

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.

INNOVATIONLABS #2 PRESENTS: THE GROWING ARCHIVE

6. NARRATIVE-DRIVEN COLLABORATION

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 stories can create a culture of togetherness that promotes collaboration on innovative objectives.

The Innovationlabs #2 projects are implemented by consortia consisting of various partner organisations. Sometimes these partners are active in different domains, making effective collaboration a challenge, especially since collaboration is based on an explicit innovation objective. A key ingredient in creating a culture of togetherness in these consortia is a shared narrative. Storytelling is an important technique for meaningful internal and external relationships in an organisation or partnership. With stories, you can bridge differences between teams or between team members, build an identity and achieve collective commitment. Stories can also convey the values and vision of a collaborative partnership. The Innovationlabs #2 projects work together in different ways based on stories.

DEFINITION NARRATIVE-DRIVEN COLLABORATION

A collaboration in which people use stories to build a partnership with shared values and a collective identity.

1

SHARED STORIES AS BASIS FOR COLLABORATION

In the Innovationlabs #2 projects, various organisations connect around a common story, such as a challenge, theme or form of research. They work together in a network with a story that is ongoing: characters continue to develop, new story twists emerge and there are often changing protagonists. So there is usually no single leader in the collaboration; the story itself is the lead. The stories that unite the consortia make forms of shared leadership or collective working possible. That shared leadership is reflected in many projects.

Image: Maïa Taleb

MOVING MEDIA LAB

Moving Media Lab is a two-year trajectory for creatives within the arts, design and science sectors, who have an interest in the relationship between new technologies, movement and the body. Fourteen makers from various disciplines (dance, graphic design, film, VR, visual art) use an interdisciplinary research method to develop a collective vocabulary and archive of references, and subsequently form temporary collectives.

Image: Jip van den Toorn

NIET VOOR DE BÜHNE

Niet voor de bühne stems from De Zaak Shell, a theatre production about the climate crisis. Part of the project is to perform tailor-made performances for CEOs, scientists, politicians, activists and policymakers, with the initiators engaging in discussions with the people involved and developing a shared action perspective. They concluded that the problem and the solution lie in the stories we tell each other. And that artists play a crucial role here.

2

CHANGING EXISTING STORIES

Stories imply norms and power structures. Some narratives are more dominant than others and can therefore marginalise other narratives and voices. In stories, we build on power structures that affect what behaviour is encouraged or discouraged and who gets a voice and who does not. So that also means that new, different stories can bring about change or be a reaction to change. New stories can capture the imagination of people inside and outside a consortium and stimulate their innovative potential. Several Innovationlabs #2 projects deliberately use stories to encourage innovation. This innovation sometimes also lies in other ways of working together, in which equality and shared responsibility are central. In this way, stories are used to change social practices and collaborate in a different way.

Image: Gezocht Talentvolle Gemeenten

GEZOCHT: TALENTVOLLE GEMEENTEN

The Gezocht: talentvolle gemeenten project encourages municipalities to work together with creative and cultural makers on current issues. Municipalities could apply through the 'talented municipalities' scheme for hours of imagination from artists. By reversing the narrative for applying for a grant, the collaboration between artists (and artist collectives) and municipalities is shaken up and existing balances of power are questioned.

Image: David Martens

MAAS LAB

Maas Lab explores how an equal partnership with a more-than-human entity can change the way we relate to them, in order to take that knowledge into the way we organise work, and into our organisations. To do this, all kinds of people and entities (fishermen, local residents, birds, artists, plants) are invited to engage directly with the River Maas.

3

IN SEARCH OF A DIFFERENT VOCABULARY

Using stories is also linked to other stylistic elements, such as the use of certain images or vocabulary. Just as stories carry norms and power, so does the vocabulary we employ. This means that the search for different, new stories also involves a search for a different vocabulary. How can the vocabulary used in the Innovationlabs #2 projects contribute to equal collaboration instead of continuing existing balances of power? And how can vocabulary play a role in creating the space needed for innovation? Many of the projects are extremely aware of the need for a different vocabulary.

Image: The Linen Project

THE LINEN PROJECT

The Linen Project collaboration involves partners working with flax on an industrial scale and partners who work as a self-managed group of linen stewards on a manual scale. Aiming to achieve equal collaboration, careful thought was given to naming and categorising partners. Words like 'major' and 'minor' partners disappeared and instead the partners are referred to by their scale of production (industrial, manual).

Image: Collaborations for Future

COLLABORATIONS FOR FUTURE

Collaborations For Future initiated an incubator programme in which designers work one on one with climate scientists. To encourage new ways of working together, they had the freedom to define their own team roles and job titles, focus and desired outcome. The aim is to learn from these experimental collaborations and to develop new instruments, working methods and models for the climate challenge.

CONCLUSION

In the Innovationlabs #2 projects, partners work together in different ways based on stories. Firstly, various organisations connect in the projects relating to a common story, such as a challenge, theme or form of research. This is how they work together on a continuing story. These stories that unite the partners make forms of shared leadership or collective working possible.

Secondly, stories are utilised as a catalyst for change. Several Innovationlabs #2 projects deliberately use stories to encourage innovation. Interestingly in this regard, some projects are deploying new narratives to enable other ways of working together based on equality, such as in the project Gezocht: talentvolle gemeenten.

Thirdly, the projects put a great deal of effort into finding a different vocabulary to go with these existing or new stories. This new vocabulary is deployed to create an equal collaboration and space for innovation.

Each project and context requires different emphases in the story, and the story still has an open ending.

RESEARCHERS

Daniëlle Arets (Fontys University of Applied Sciences), Lies Wijnterp (HKU University of the Arts Utrecht)

CREDITS

Programme Lead:
The Creative Industries Fund NL & CLICKNL

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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.