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

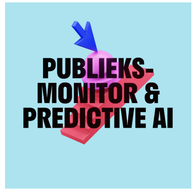
A team of lecturers follow the activities within Innovationlabs and actively contribute to knowledge sharing, both between the Innovationlabs projects themselves and between these projects and the cultural and creative sector.

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.

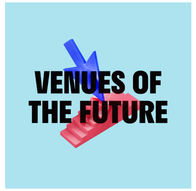
ROTTERDAM WRITERS' ROOMS
Rotterdam Writers' Rooms is an incubator programme for writers with a strong drive to tell stories that are often underrepresented in films and series.

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.

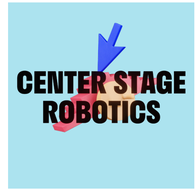
NIET VOOR DE BÜHNE
Niet voor de bühne examines artistic expression in the 21st century. What is the role of artists in fundamental crises such as climate disruption?

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.



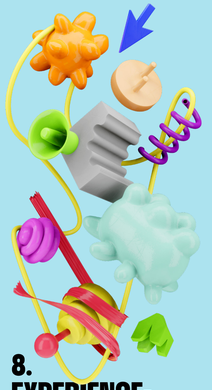
CENTER STAGE ROBOTICS
Center Stage Robotics explores the theatrical and performative potential of industrial robots. The ultimate goal is to create a new playing field for robotics on the stage.

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



8. EXPERIENCE-ENHANCING TECHNOLOGIES

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 the use of experience-enhancing technologies impacts the practice of creative makers and how these technologies can enrich the experience of the public.

Technology has always been utilised in arts and culture. A recent development is referred to as immersive technology. By engaging multiple senses simultaneously, people are immersed in a symbolic world, an imaginary universe. They can move in it and even change it. The main applications are augmented reality (AR) and virtual reality (VR). Immersive tech is part of what we refer to as experience-enhancing technologies. Other technologies currently in vogue that can enrich and deepen the audience experience include robotics and various web technologies. Choosing these technologies affects how an audience is addressed and implies different choices in designing and making works and services in the cultural and creative sector.

DEFINITION EXPERIENCE-ENHANCING TECHNOLOGIES

Experience-enhancing technologies are specific applications of knowledge and methodologies, converted into instruments, systems and techniques deployed to enrich and deepen the audience or user experience.

1

EXPLORING ARTISTIC FORM

The role and significance of new forms of experience-enhancing technologies in art, entertainment and design is constantly evolving. Several projects explore the potential of different technologies and their applications within specific cultural and creative domains and the consequences of their deployment for audience experience.

Image: Maia Taleb

MOVING MEDIA LAB

In Moving Media Lab, creative makers from art, design and science explore how, across the boundaries of different disciplines, the application of audiovisual and mixed-reality techniques can renew artistic making and presentation practices. Moving Media Lab aims to develop new and interactive forms of presentation, on location and online, in line with changing audience behaviour, including among young people.

Image: Center Stage Robotics

CENTRE STAGE ROBOTICS

Centre Stage Robotics experiments with deploying industrial robots in theatre and art. By combining robotics, autonomous art, science and puppetry, theatre-makers and artists are inspired to enrich their work. Furthermore, robotics is an important ambition in deepening and enriching the audience experience. Apart from ideas and prototypes, the project also leads to new knowledge and crossovers between the worlds of robotics and theatre.

2

SYMBOLIC LAYER OVER THE MATERIAL WORLD: AUGMENTED REALITY

Augmented reality or AR is an application of immersive tech in which a three-dimensional, virtual layer of meaning is laid over physical reality. This can usually only be perceived through an interface, for example a smartphone or smart glasses. It is a symbolic addition to the material world that offers numerous opportunities for innovation in the cultural and creative sector. AR offers opportunities for new creative concepts and innovation of audience experience.

Image: shotbytychovv

OPEN CULTURE TECH

Open Culture Tech develops an immersive toolkit that will give musicians in the Netherlands low-threshold access to affordable AR, AI and avatar applications, allowing them to focus primarily on their artistic work. The intended applications will allow live performances to be enriched, for example with avatars. Real-time interaction with online and offline audiences also becomes possible. Open source is the norm here. This way, concerts become hybrid events.

Image: Fiera del Suono

FIERA DEL SUONO

Fiera del Suono shows that AR applications are not necessarily fully audiovisual. The project adds a virtual audio layer to the audience experience of cultural heritage. In the concept tested, while walking through a 60-metre-long tunnel, the user experiences not only a changing scent landscape and image projections, but also moving sounds, via headphones or speakers. The application is based on location-driven 3D sound technology.

3

ROLE AND MEANING OF USERS IN VIRTUAL WORLDS

Various applications of digital technology, including in the context of immersive media and online platforms, offer new opportunities for the engagement of audiences, or more generally users. Several projects are exploring the possibilities to do so and designing new concepts and projects where this becomes possible.

Image: Andreas Etter

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. The aim is to stretch the traditional boundaries between maker and audience and make the performing arts more participatory. Central to this is the creation of 'agency' for the audience, meaning that the audience has a say and a sense of influence.

Image: Mixed Reality For Culture

MIXED REALITY FOR CULTURE

Mixed Reality for Culture is developing a virtual space in which artists can explore and learn about various aspects of a synthesiser in a game format. The project involves both well-known synthesiser artists and artists with little experience. A prototype application will be tested on at least two occasions: online with interested makers and live during the 2024 edition of the Amsterdam Dance Event.

CONCLUSION

Emerging technologies such as augmented reality (AR) and virtual reality (VR), but also robotica, have the potential to enrich and deepen the experience of users and visitors in the cultural and creative sector. Although these technologies are currently still very much under development, roughly three application directions can be identified within the different Innovationlabs #2 projects. Moving Media Lab and Centre Stage Robotics explore the added value that these technologies can have for their production processes and artistic form, Open Culture Tech and Fiera del Suono experiment with enriching AR applications in live music and tangible and intangible heritage respectively, and finally, the role of those formerly known as 'the audience' in the virtual environment is explored in Mixed Reality for Culture and Venues of the Future. As a result, the cultural and creative sector is taking steps towards an even more meaningful artistic offering and an optimal visitor and user experience.

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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.