

## Best Collaboration Award issued for the second time



This year's Best Collaboration Award was given for outstanding co-operation between companies from the creative industries, science and scientific research at the international conference »How does it work? Creative Industries meet Science« in Bremen on 24 November 2011.

**Carsten Westerholt, from the Interreg IVB North Sea Region Programme Secretariat in Viborg, Denmark, honoured 5 examples of collaboration:**

### The Five Award Winners

❶ The Belgian winner was **Frederik de Wilde**. He picked up the award, given for his own ideas and patterns at the Rapid Prototyping Zentrum in Bremen, on behalf of himself and his project partner Ajayan Pulickel from the Rice University in Houston, Texas. His project THE BLACKEST BLACKARTWORK characterised the cooperation between art and research.

❷ The Danes **Mette Maria Skjøth and Michael Lundorff-Hansen** from the Lillebaelt Academy of Professional Higher Education, who were awarded a second place by the international jury on 11 October, presented Project INNOVENT, which was developed

together with the Odense University Hospital. INNOVENT is a special feature in the health sector.

❸ **Peter van der Tang** from Negotica Development was awarded third place for Project CAREBRO, and accepted the award also on behalf of his project partner, Berjan Jonker from the RUG Faculty of Mathematics and Natural Sciences in the Netherlands. The two partners developed a software which, among other things, allows a light to be switched on and off by mere power of thought.

❹ **Karen Verschooren** from Z33-House for Contemporary Art and Hanne Tytgat from the BioSCENTER Belgium received the fourth place award. The joint project ALTER NATURE – MY BIOLOGICAL (R)EVOLUTION is about the optimal interplay between biology and design.

❺ **Sven Schultz** from the TNO Groningen and Bas van Haren, MAD Multimedia, were the second prize-winning team from the Netherlands, receiving the fifth place award for their project EXPLORER. This is a Wii

computer game that can also be played by blind children.

»Inspiring projects«, »remarkable examples of creative and scientific know-how – wonderfully presented«, were among the comments of some of the 200 participants at the conference, which was organised by Economic Development

Bremen (WFB) as part of the Creative City Challenge project.

»We are eager to find out which synergies will arise among the winners, the representatives of economy and science here today in person and the partners from the project Creative City Challenge – there has been plenty of inspiration for innovative projects« stated Andrea Kuhfuß (WFB) who organised the Best Collaboration Award again this year. »We have wonderfully succeeded in making the interplay between the creative industries and scientific research visible.«

**Watch the video about the conference and the Best Collaboration Award here:**  
<http://www.creative-city-challenge.net/de/best-collaboration-award/463-video-best-collaboration-award-2011.html>

## Expert meeting on »scene meets science«

As part of the partners' meeting in Bremen in November 2011, the CCC project hosted an expert meeting on the relations between creative industries and knowledge institutions.

A brief introduction on the basis of a discussion paper gave rise to an inspiring discussion. The experts, Mrs Yvonne Reinhardt from Copenhagen Business School and Prof. Detlef Rahe from the University of Applied Arts in Bremen, discussed with the project partners how cooperation between creative industries and knowledge institutions may be encouraged. Prof. Wil Zonneveld from Delft University of Technology chaired the meeting.

The participants agreed that successful cooperation between creative businesses and knowledge institutions tend to be based on a common interest, rather than on deliberate planning. Policymakers should be cautious



about intervening. If they do intervene, it is crucial to respect the differences between »scene« and »science«, and to acknowledge the role serendipity tends to play in the interaction between the two. Openness

is required more than pre-set policy targets.

The paper is available at:  
<http://www.creative-city-challenge.net/en/download.html>

## The 2nd summer school Creative Prototyping Skills Training 2011

The summer school took place between 29 August and 2 September 2011 in Kortrijk, Belgium. It was organised by Howest Industrial Design Center as part of the Creative City Challenge project. The programme appealed to people from Canada to Germany, Iran to Denmark. Product designers, architects, graphic designers and engineers were free to mingle with each other.

### Prototyping?

This annual course focuses on prototyping as a design methodology and communication language. A working model can be developed for the purpose of testing various design aspects such as features, functionality, tactility and performance. Prototypes also help to streamline creative processes, communication or user-product interaction at an early stage of a design process. Many different prototyping techniques exist, but the consideration is always: which tool or technology suits which purpose? Through hands-on workshops with companies and at Howest, people absorb a lot of information in one week. They are trained by professionals from the industry.

### Some reflections on the workshop

»A friend of mine is running a product development course in Aalto Design Factory and he recommended the summer school to me. As a graphic designer I felt that this was a perfect opportunity to widen my skills in 3D



prototyping related to packaging design. I'm writing my PhD about multisensory packaging design as a form of communication. I'm interested in packaging design not just from the visual communication aspects, but I investigate also how other sensory cues can be used as a means of communication, building understanding and meaning to products through their packaging solutions. This course was useful to me since I normally work with long-standing packaging materials such as cardboard and paperboard«.

*Markus Joutsela (Finland)*

»I've never seen people working with so much passion, enthusiasm and happiness. I had a wonderful week, I learned a lot of things, and it's been one of the best experiences I ever had«.

*Lorenzo Banchini (IT)*

[www.howest.be/summerschool2011](http://www.howest.be/summerschool2011)

Video coverage  
on youtube:



Picture gallery  
on facebook:



## Short film competition »Der Fremde Blick«

In June 2011 the short film competition »Der Fremde Blick« was announced in both partner cities Oldenburg and Groningen, in the hope of attracting and linking up filmmakers and interested audiences.

One major goal was to build connections between institutions. A project contact has been established between the regional broadcasting stations OOG (NL) and oeins (D). In addition, a direct relationship and cooperation have been set up between the Ebbinge Quartier in Groningen and »Bahnhofsviertel« in Oldenburg.

Both the OOG and the Ebbinge Quartier were directly involved in organising the contest and substantially contributed to the success of the event.



The incentive to participate in the contest was not only the production of a film but also the opportunity to connect and exchange with like-minded filmmakers from the corresponding partner city. The transport logistics were realised courtesy of the »Public Express« bus service, which drove all teams from one partner city to the other free of charge. Local filmmakers provided assistance and advice for the exchanging teams.

The successful cooperation on the short film contest can be evaluated as a first step and a solid basis for future collaborations.

[www.view-competition.net](http://www.view-competition.net)

<http://www.facebook.com/viewcompetition>

## Ugly Spots project

Everyone knows them. Those ugly spots all municipalities have: a place under a bridge, the backside of a housing block, a neglected piece of land somewhere waiting for something to be done to it.

A survey amongst the mayors and aldermen of the Leiedal municipality (BE) showed this as one of their biggest annoyances. The Ugly Spots project wants to deal with this. The idea is simple: let people point out the ugly spots in their environment so that students and professionals can come up with a solution.

Using Intercommunale, an internet poll, Leiedal collected 120 ugly spots. They varied in size and type but they all emphasised perfectly the necessity of the project.

**These ugly spots were shown to both students and professionals.**

The **students** took up the ugly spots in their design courses. Four schools and a total of approximately 90 students worked out designs for these spots (two spots per municipality). Their designs were presented at a one-day exhibition attended by politicians and local press.

With the **professionals**, a slightly different approach was used. Each municipality selected one specific ugly spot. By means of a guided »safari«, all designers were shown all the ugly spots. They all picked out two specific spots so that in the end each municipality would have two designs for their ugly spots.

In the timespan of three months the professionals made their propositions and presented them to the municipalities. This presentation session was supported by a professional jury who also wrote assessments of the different designs in order to support the municipalities



in their appreciation of the different designs.

**In the end the Ugly Spots project has led to a few things.**

**First of all**, the project has pointed out the problem and the huge potential for improvement on these so-called ugly spots. With simple means and small but well-directed investments, an enormous leverage was achieved.

**Secondly**, the Ugly Spots project unlocked the potential of involving citizens in a very direct way of policymaking. In this project only a small step has been taken, but a follow-up is easily imaginable where citizens can actually co-design the ugly spots.

**Thirdly**, the power of imagination and, by extension, design, has been demonstrated. Using a very basic and recognisable problem the added value of creativity is immediately evident.

**Finally**, and most importantly, this project will lead to actual change. Municipalities have engaged in actual realisations of the design outcomes. This wasn't included in the project but clearly shows the success of the Ugly Spots project.

**A full overview of the Ugly Spots project will be published in spring 2012.**



## Brussels Open Days

»Investing in Europe's future – Regions and cities delivering smart sustainable and inclusive growth« was the main topic at the 9th Open Days in Brussels in October 2011.

Executive EU manager Lars Dyreborg-Gunslev, from Høje-Taastrup municipality, participated in the 3-day programme on behalf of the Creative City Challenge project in order to raise awareness.

The Brussels »Open Days« is a huge event with 111 workshops and debates, and with more than 6,000 participants. It is a fabulous place to network with participants from all over Europe. The target groups of Open Days are regions and cities in Europe.

Johannes Hahn, Commissioner for Regional Policy, focused on the Europe 2020 strategy during the opening ceremony:

»Cohesion policy works, cohesion policy makes a valuable contribution to growth and

jobs. We have evidence to demonstrate this. For the period 2000-2006, 1.4 million jobs were created through cohesion policy. 34 million European citizens are now better off as their regions have increased their GDP significantly.«

Johannes Hahn spoke about the new Cohesion Policy and its two key elements – concentration and performance. These two elements imply that the EU will prioritise investments to ensure that the projects will have maximum impact and added value. Hahn also emphasised that he wanted the programmes to become more effective.

Furthermore, he mentioned »simplification« as a key word for future EU funding: »We want to make it easier for beneficiaries to access funding. This includes harmonising rules and common provisions on management and control, not only between the different structural funds but also with rural development and maritime and fisheries policies.«



## »Ready to boost your creativity?«

### Workshop in Oldenburg with project partners from HOWEST



»Structured people need inspiration and creative people need structure.« This idea motivated 20 people from the creative industries participating in a workshop on 22 November 2011 on speeding up creativity and innovation in their companies or daily activities. They learnt facts and figures about creativity in an organisational context, based on scientific research: how to detect, implement and follow up a creative idea, how to do good brainstorming sessions, where to find inspirational sources on the Internet, etc. Becky Verthé and her team from Howest Industrial Design Center presented their online database (INNOWIZ) with a lot of creative tools, which the participants applied during the following interactive creative session.

## Business development of Oldenburg

### Creative industry from Groningen and Oldenburg meets at Promotiedagen



In November 2011 the City of Groningen invited creative industries to an exchange during the Promotiedagen exhibition – an ideal place for encouraging more contact between the creative industries and other kinds of business. Two models for co-operation of small creative enterprises were presented. Torsten Wedler, light designer from Oldenburg, presented the north German association »DIE.Kommunikationsgenossen«, which includes enterprises from different sectors, and Eileen Blackmore from Groningen presented the digital design network House of Design. Afterwards, participants visited other exhibiting creative industries. Oldenburg's mayor joined the session. The discussion was continued in Oldenburg on 11 January 2012.

## CCC Calendar

**7th April 2012, 20 h**

Creative City Challenge presents:

**Østeract on Board:  
SHADES & PETERS (DK)  
meets BREMEN**

Location:  
MS Treue  
Schlachte Anleger 5  
28195 Bremen  
Germany

**11th May 2012**

**European Creativity  
and Innovation Day 2012**

Hamburg  
Germany

**22nd May to 25th May 2012**

**CCC Partner Meeting  
and Conference  
»Social Cities«**

Dundee  
United Kingdom

[www.creative-city-challenge.net](http://www.creative-city-challenge.net)

# Matchmaking event in Groningen

From 11-14 January 2012, Creative City Groningen was Europe's most important scene for the music industry and related creative industries. Starting on 11 January, a Hamburg delegation led by State Secretary Dr Nikolas Hill, Ministry of Culture, visited the creative zone Ebbinge. This Hamburg Ministry is responsible for the creative economy in a wider perspective. Young creative entrepreneurs, professors, government officers and politicians met and exchanged practices and views on the creative economy and its vital role for innovation. Dr Hill showed great interest for the MOBI pavilion, made of sea containers. This pavilion includes incubator units for young creative entrepreneurs and is located in the Open Lab area of the Ebbinge creative zone. The Ebbinge Open Lab was recently selected as a finalist for the Regiostars Award 2012 because of its smart way of temporary use of space, thus contributing to the new creative brand of this formerly deprived part of the inner city.

Other highlights were the European Border Breaking Award ceremony with a talented winner from Hamburg (BOY), and Eurosonic panel meetings such as that in which Ms Ann Branch of the European Commission explained and discussed the proposed Creative Europe policy. In the framework of CCC, the City of Groningen and Eurosonic Noorderslag launched a matchmaking programme for music and music-related companies on 14 January 2012. A creative firm from CCC partner Oldenburg participated with a daring



dance involving pecha kucha. One of the products of this SME, Klangwerft, are jingles for commercials. One lesson learned was that for more effective results we need to put

more effort in, and foster close co-operation with Enterprise Europe Network partners. A new opportunity should be the Reeperbahn Campus 2012.

## Creative City Challenge final conference in Groningen (NL)

CCC's final conference will take place on Thursday 20 September 2012 in Groningen's creative quarter, Ebbingekwartier. The character of the transnational event will be dynamic. Partner cities will play interactive roles, and possibly each partner will have its own showcase container in the Ebbinge Open Lab, the experimental project for temporary use of space. Save the date! We welcome ideas and contributions.

# European Creativity and Innovation Day 2012

After a successful »European Creativity and Innovation Day« in 2011, the Hamburg University of Applied Sciences is organising the event again, to take place on 11 May 2012.

In order to involve institutions, organisations and projects from across Europe, a wide range of activities such as exhibitions, workshops, seminars, concerts, shows and guided visits are planned for the event, which is part of the CCC project.



## The aims of the European Creativity and Innovation Day are as follows:

- To foster creativity and innovation in the North Sea Region and beyond by showcasing the potential of creativity and innovation in cities, represented by businesses, economic development agencies, educational institutions and local government, and to disseminate their activities;
- To promote activities in creativity and innovation as tools towards transnational territorial integration, increasing the sustainability and competitiveness of the North Sea and other European regions;
- To offer participant cities an opportunity to showcase what they are doing and suggest

how governments, educational institutions and private businesses may work together to foster the cause of creativity and innovation in Europe. A further objective of the European Creativity and Innovation Day is to provide a sound basis for further communication, interaction, and future joint initiatives, and to encourage new investments.

Drawing from the success of two previous workshops, HAW Hamburg will be organising a workshop devoted to the topic »Teamwork and Motivation«.

**If you are interested in taking part in the European Creativity and Innovation Day 2012 too, please send an email to: [ccc\\_admin@ls.haw-hamburg.de](mailto:ccc_admin@ls.haw-hamburg.de)**

# Dundee College to host »Social Cities« Conference in May 2012

Dundee College is looking forward to hosting the next Creative City Challenge meeting and small conference in their new facilities at the Gardyne Road Campus.

The meeting will run from the 22nd – 24th May, and will feature a one day »Social Cities« conference that will highlight and explore the potential of social enterprise and media for creative industries and communities.

Social enterprises take many and varied forms, but they share the common key characteristic of a commitment to strengthening the local community through social aims such as job creation, training and provision of local services. Often, because of the creative individuals they tend to attract, creative industries have the capacity to broaden the base for this enterprise culture and extend opportunities to communities not normally associated with entrepreneurial activity.

Alongside this growth in social responsibility, the internet boom in social media offers important strategic networking, marketing and business tools that allow individuals and SMEs to compete with more established organisa-

tions on a far more equal footing. Through effective implementation, such strategies allow new entrants to the market not only to

survive in the current economic climate, but also to develop competitive advantages and thrive in the new environments they create.



**The programme for the conference has yet to be finalised, so if you feel that you have anything to contribute, or if you would like further information, please contact Andrew Mackenzie at [a.mackenzie@dundeecollege.ac.uk](mailto:a.mackenzie@dundeecollege.ac.uk)**

**We look forward to seeing you in Dundee next May!**

## Partners

Hamburg University of Applied Sciences (Lead Partner, DE)  
WFB Bremen Economic Development (DE)  
City of Oldenburg (DE)  
Kulturetage Oldenburg GmbH (DE)  
Municipality of Groningen (NL)  
Delft University of Technology, OTB Research Institute (NL)  
Intermunicipal Association Leiedal (BE)  
DESIGNREGIO Kortrijk (BE)  
HOWEST University College (BE)  
Høje-Taastrup Municipality (DK)  
Dundee College (UK)  
Newcastle City Council (UK)  
TILLT, Västra Götaland (SE)

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