



Project Coordinator  
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Wischmann Innovation



**WORKSHOP**  
Niller Wischmann  
19. maj 2011  
**Educating artists  
for business  
innovation**

# Wischmann Innovation

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**Kunstgreb** is a Danish EU-funded project that focuses on development and innovation. The largest part of the project focuses on a training programme for professional artists. The aim of the training programme is to train professional artists to implement their creative skills into the labour market outside the artists' traditional environment, and to collect knowledge and establish networks.

**The main idea** is to build educational, creative, and innovative bridges between the **artistic** world and the **business** sector. Apart from educating artists into innovators, the project also aims to undertake explicit research and documentation of the relationship between the artistic world and the business world, and measure the impact and record the results of this collaboration.

# Awards for Kunstgreb.....

## Best Collaboration Award 2010

### *Awarded by Creative City Challenge*

- For best example of collaboration in Northern Part of EU

Through this competition Creative City Challenge showcases successful partnerships among creative and traditional industries.

Projects were evaluated by international experts and judged from their ability to create new ideas, services, and products, generate financial income, and establish an environment for new jobs.



**Kunstgreb awarded First Price:** Case where innovative practice has visible results

**Fra "best practice" til innovative practice"**

**The Price is awarded by:** Nordic Network for Adult Education (NVL), and National Centre for Competence Development (NCK)

# PARTNERE



Copenhagen  
Business School  
HANDELSHØJSKOLEN

WISCHMANN  
INNOVATION

DANSK  
ARTIST  
FORBUND

*2010 days 2010*

*Kunst* greb



# FACTS

## About "Kunstgreb" (English word: Artifice)



Innovation projects in Danish private sector companies

Artists are trained in innovation and process management / leadership



Innovation projects in Danish private sector companies



5572  
Hours of research by Ph.D. Project in collaboration with Copenhagen Business School (CBS)

Kunstgreb's overall project budget for Kunstgreb



Funding from the European Social Fund

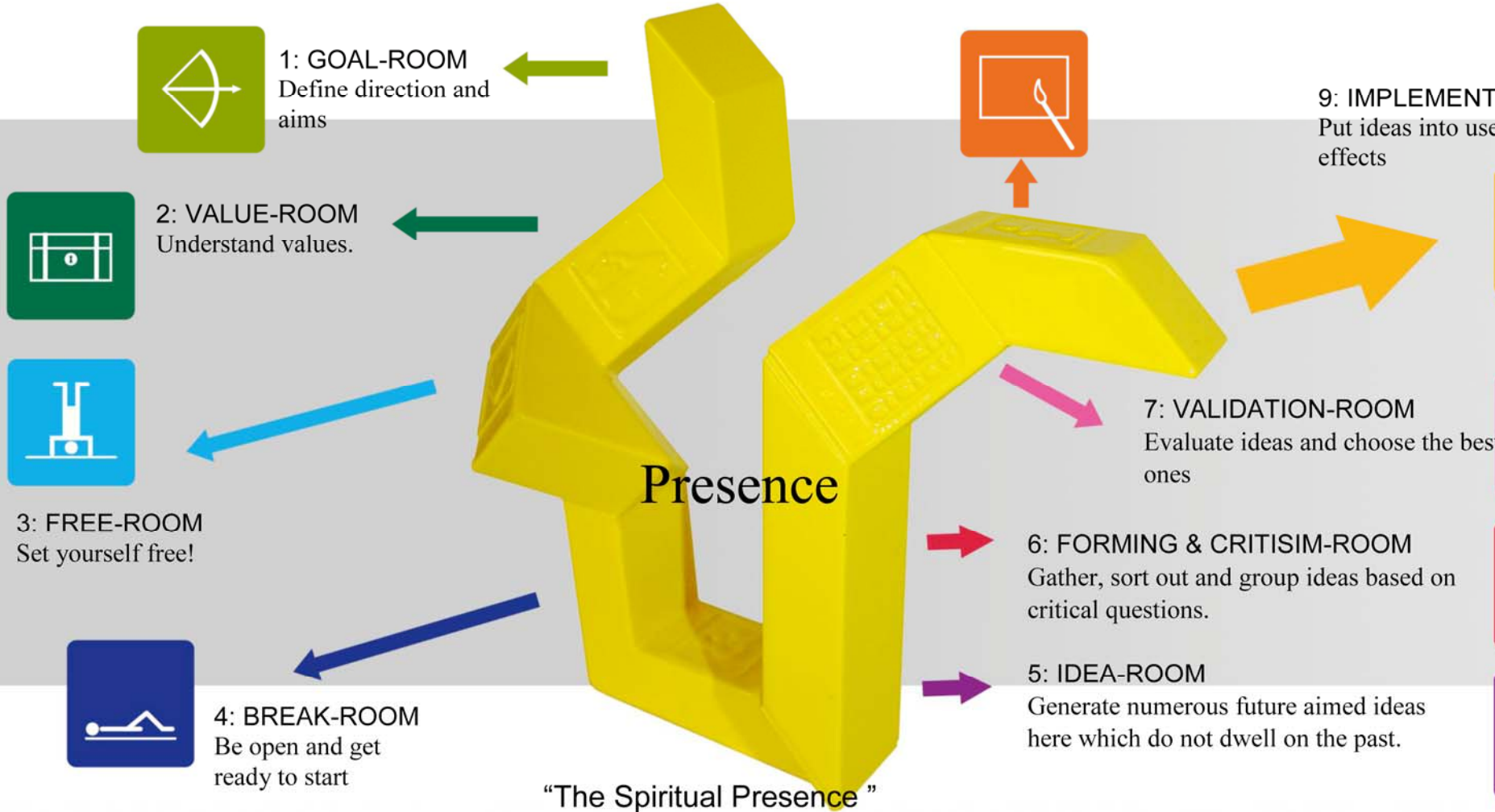


# MODEL

- \* With inspiration from Otto Scharmers "U"-teori and Disney's idea/work processes

8: VISUALISATION-ROOM  
Make clear visual models for interested parties.

9: IMPLEMENTATION  
Put ideas into use effects



# Domains

Four areas in which art / the artists can collaborate within public and private enterprises:

1. Entertainment
2. Decoration/design
3. Team building
4. innovation processes

4 different types of innovation:

- product innovation
- process innovation
- marketing innovation
- organizational innovation





# What are we driven by...

## **Mission**

"Kunstgreb wants to enrich the international society with arts capabilities.

Kunstgreb wants to inspire and create shortcuts to development and innovation for companies and their employees".

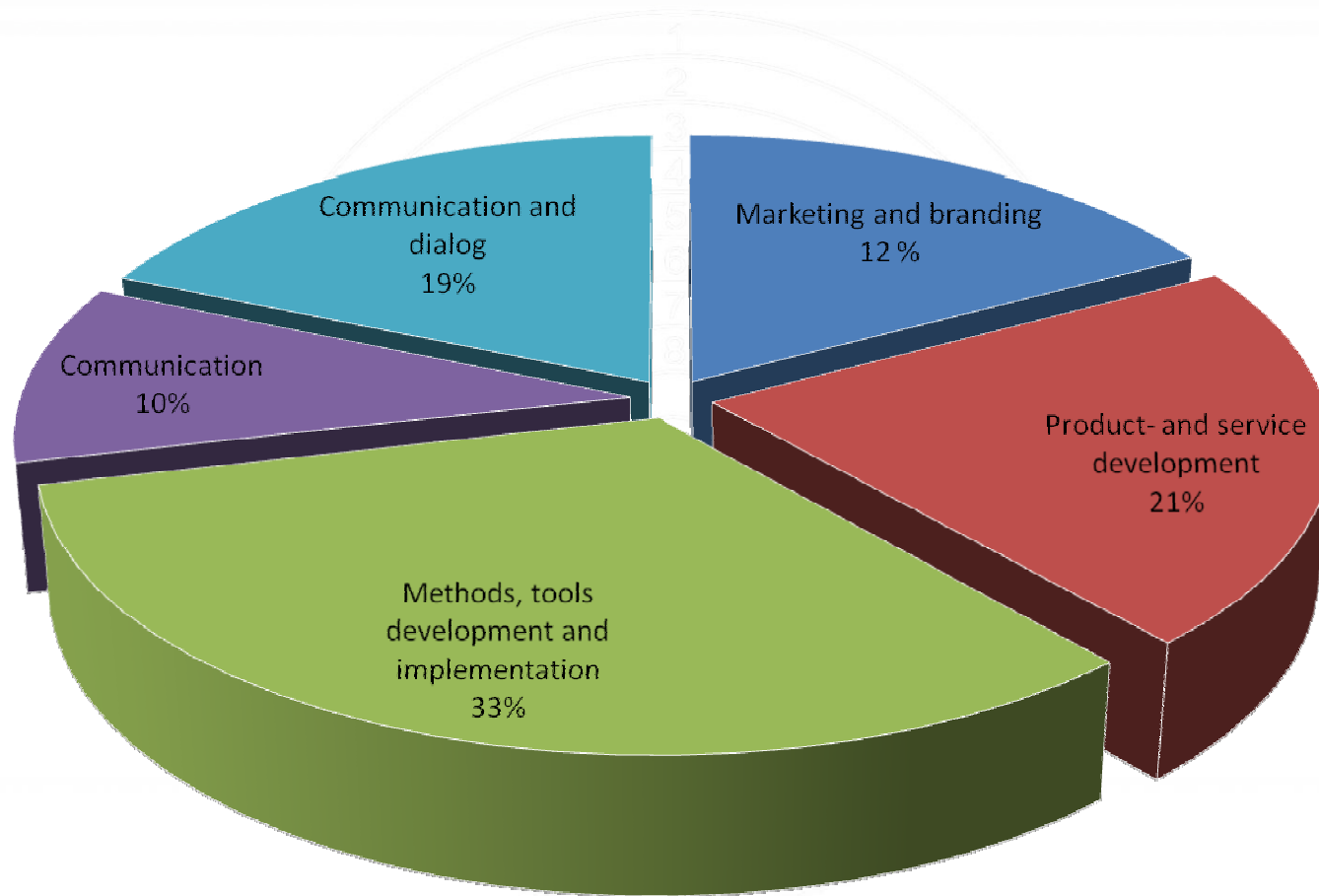
## **Vision**

"We want arts capabilities to be exploited in all parts of society.

We want to establish Kunstgreb as Europe's leading capacity within innovation through artistic and creative processes "



# In which areas have Kunstgrebs innovators worked?



# Cases: Coloplast (Danish global company, employing more than 7,000 people)

Challenge: New and improved ways to involve end-users in innovation  
Method for identification of critical knowledge and collection of this knowledge

Process:

Protection of company values and methods in user involvement.  
Interview about the strengths and weaknesses in current practice.  
Development workshops with employees, respectively. users.  
The actress and the author is making artistic methods and practices as methodological inspiration

Results:

User dialogue has much more potential if Kunstgrebs methods are used, since they uncover several deeper user aspects  
Product development projects can, among other things, be implemented faster and with greater quality,. Decisions will be more fact-based and with fewer assumptions  
Coloplast will engage with more users  
Kunstgrebs innovators is an active, commentating mirror for Coloplast

Company statement:

*"The value of your participation in user meetings means that we get the true picture of user meetings. Your feedback on the sessions has been very precise, and the value is such that our understanding of what was going on at our user meetings, has improved a lot.*

*You have been an great inspiration in the entire innovation process - it is very much about inspiration throughout. And about forcing us to do things differently than we normally would. You show us that we can make it better and not fall asleep by doing the same thing again and again and again. Your recommendations have been spot on: With your input our user meeting will be more effectively and hence "more valuable.*

Jan Thorstensen, R & D Senior Project Manager Concept Development Global R & D, Coloplast

# Cases: SKAT (Danish Tax Authorities)

## Challenge: Prevention of loss of knowledge

Methods for identification of critical knowledge and for collecting data about this knowledge

## Process:

Uncovering the scope of employ reductions and the consequences of these reductions

Development of prototype methods in cooperation with a working group. It included a perceptual experience travel testing method on the segment. "Crate" became a metaphor for the collective knowledge an employee has

## Results:

Model for how to bring prevention of loss of knowledge into focus . Chosen method: Employee workshops.

New innovation skills are embedded in the project group

Workshops are continually being held in SKAT – the topic loss of knowledge is in focus

## Company statement:

*"We have qualified our work on the problem of loss of knowledge in a way that would otherwise not had happened. It has had its clear justification to pull the artist into the design process.*

*We have received innovated methods for data collection, which simultaneously involves ongoing mediation. And we have simultaneously been given an ongoing process of change, which will bring the Organization to LOOK and feel called to prevent the problems to which the method is designed for. "*

Office Manager Helle Vibeke Carstensen

# Collaboration

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**In order to initiate a collaboration – contact Wischmann Innovation to embark on the process of developing new innovative ideas and creative approaches.**

**Such a process could entail**

1. Analyzing how to extract new potentials from existing results in your Interreg programming activities
2. Discussing further approach — what will be necessary and/or useful
3. Locating and identifying new partners and target groups – for next Interreg programme period

Thanks! – Contact details: [Ulla@painting.dk](mailto:Ulla@painting.dk) Phone: +45 3058 1121