

Industrial innovation and digital creativity

By Yves Bernard, Brussels



Yves Bernard (yb@imal.org), Brussels
Eurocities Meeting, Lyon, 6 March 2008

Industrial innovation and digital creativity

About me:

Education in Architecture and Computer Science

Scientific researcher in CAAD at University of Liège

Researcher in Software engineering, HCI and Multimedia at Philips Research Lab

New media producer and studio founder : art&culture cdrom

Internet (new expectations... with the internet crash in 2000)

European projects around IT, culture, tourism (eg. Promise project)

Arts, Sciences & Technology projects since 1985

Founder of iMAL (interactive Media Art Laboratory) in 1999

Director of iMAL, Center for digital cultures and technology



The researcher's lab and the artist's workplace

Open Environment, free research

Places for Experimentation

Research for the Art : research on tools and techniques for creative people

Art of the Research



Innovation and (digital) creativity

So many technologies, what products to design with them?

Design is not just shapes and functions,

but more and more about social interactions, behaviors and (digital) cultures

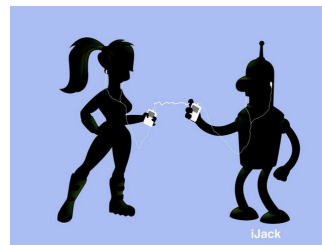
Good products fulfill (new) social needs and people desires

Art is a catalyst to explore and experiment the socio-cultural usages of technologies

Digital art projects push to the limits technologies and raise unexpected socio-technical issues

Innovation and economy renewal come through multidisciplinary creativity

(technical, design, art, social, marketing,...)



Arts, Sciences and Technologies

A cyclotron to drive innovation and economy :

Ars Electronica (Future Lab), Linz

ZKM, Karlsruhe

Sony CSL, Paris

Culture Lab, Newcastle

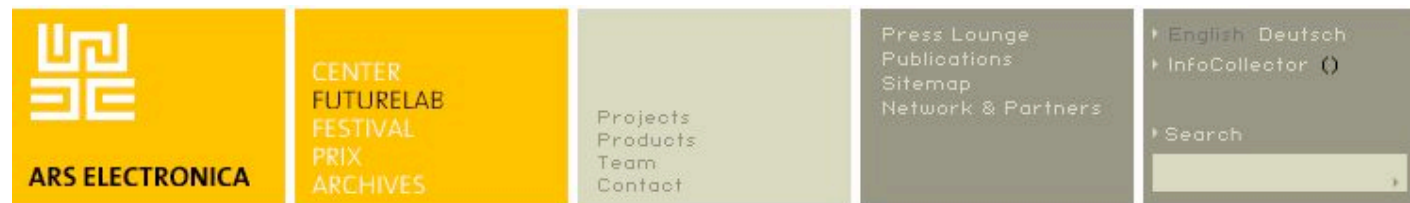
Laboral, Gijon



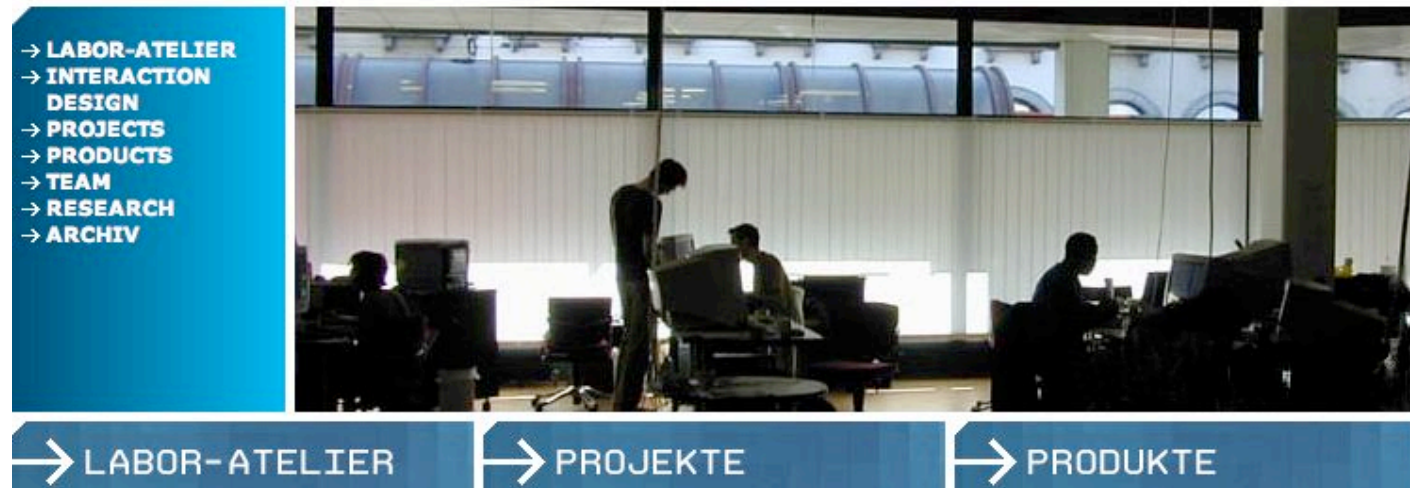
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Arts, Sciences and Technologies

Ars Electronica (Future Lab), Linz



Ars Electronica Futurelab



Arts, Sciences and Technologies

ZKM, Karlsruhe

The screenshot shows the top section of the ZKM website. On the left is the ZKM logo, consisting of four slanted parallel lines followed by the text 'ZKM Center for Art and Media Karlsruhe'. To the right are links for 'NEWS LETTER', 'ZKM MOBILE', and 'DEUTSCH'. Further right is a search bar with the text 'FINDEN >>'. Below these elements is a dark navigation bar with several vertical menu items: 'PARTNER', 'MUSEUM SHOP', 'PUBLIC RELATIONS', 'UPCOMING EVENTS', 'EXHIBITIONS', and 'INFO'. The main content area features a large graphic with the word 'bit' in a stylized, white, lowercase font. To the right of 'bit' is the text 'INTERNATIONAL [Nove] tendencije Computer and Visual Research Zagreb 1961-1973'. Below the navigation bar is a horizontal menu with the following items: 'ABOUT | CREDITS | CONTACT | MUSEUMS | INSTITUTES & DEPARTMENTS | PROJECTS | ARTISTS | WORKS | JOBS'.



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Arts, Sciences and Technologies

Sony CSL, Paris

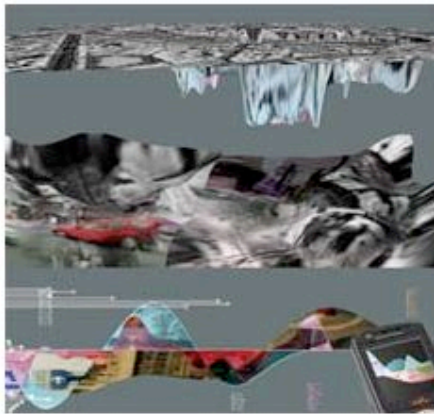
Sony Computer Science Laboratory Paris **SONY**

Posts tagged 'Art/Science'

Net_Dérive

Sunday, September 10th, 2006

Net_Dérive has been created by Atau Tanaka in collaboration with artist Petra Gemeinboeck. It sets up social interactions, supported by mobile phones and internet technologies, within a loose network of people that are exploring the area around the Bastille in Paris. From the paths they take, a collective narrative emerges which is fed back through audiovisual means to each participant and thus shapes their evolving experience. A new kind of space is thus created at the interstices of existing spaces, a space that is fluid and transversal.



Team: [Atau Tanaka](#)

Pages

- » [Home](#)
- » [Research topics](#)
- » [Sustainability](#)
- » [Language](#)
- » [Music](#)
- » [Art / Science](#)
- » [Publications](#)
- » [Staff](#)
- » [Jobs](#)
- » [Contact](#)

Arts, Sciences and Technologies

Culture Lab, Newcastle

Culture Lab Newcastle™

...Search Keywords



Culture Lab is a unique research infrastructure providing an environment for academics and practitioners working beyond traditional disciplinary boundaries.

We promote socially and economically valuable synergies with artists, creative industries, and cultural and scientific institutions, and the development of innovative research with digital tools.

Events

BROADCAST! - Register now for a Special edition of Music & Machines!

Drawing on Consciousness - Register Now!

When Computers Look at Art

Composers in Residence Performance

Auditory Environments Seminar



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Arts, Sciences and Technologies

Laboral, Gijon

laboral Centro de Arte y Creacion Industrial

LAB Shop Announcements Multimedia Calendar Visiting Info

THE CENTRE EXHIBITIONS ACTIVITIES KIDS AND FAMILY EDUCATION PRESS ROOM PROJECTS OFFICE

camera_2

CURRENT EXHIBITIONS
EMERGENTES

ACTIVITIES

Homo Ludens Ludens Conferences
Registration open for this International Conference that explores play as a principal element in today's world and analyzes its importance in the different sides of our lives
19-20.04.2008
[+]

Workshops: Travelling around the world
Several artistic subjects could bring the students into proximity with closer cultures.

LABNEWS

February 26,2008
FAT16 AND STEPHANE LEONARD IN THIS THURSDAY'S LABCONCIERTO AT LABORAL CENTRO DE ARTE
The performance – part of the Art Centre's monthly musical programme – is to be held in Gallery 2B at 8:00 PM.

February 20,2008
PSJM MARX@ PROJECT TO CONVERT LABORAL'S GALLERY PLATFORM 1 INTO A BOUTIQUE
The exhibition of Pablo San José and Cynthia Viera, coproduced by LABoral's Project Office and the Centro Atlántico de Arte Moderno (CAAM), will be inaugurated on March 29th.

February 15,2008
DANCE IN PORTUGUESE IN LABORAL'S YOUTH

Examples of Creativity, Art, Innovation and New Products

Violet and Nabastag, Paris

nWave, Brussels

Tenori-on, Yamaha & Toshio Iwai, Japan

JazzMutant, Bordeaux

AlterFace, Belgium

Softkinetic, Brussels

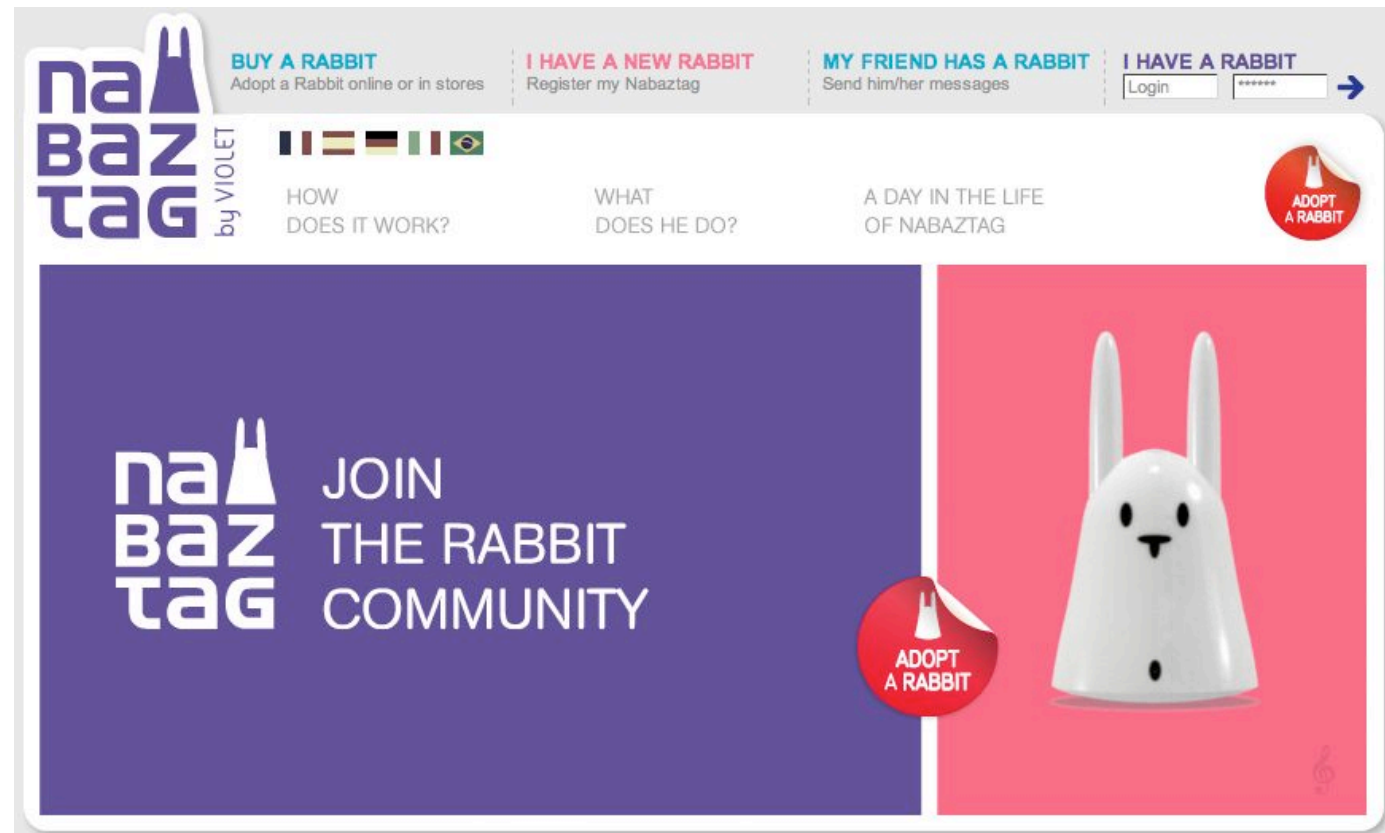
7scenes, Amsterdam

Tales of Tale, Belgium

Philips Simplicity

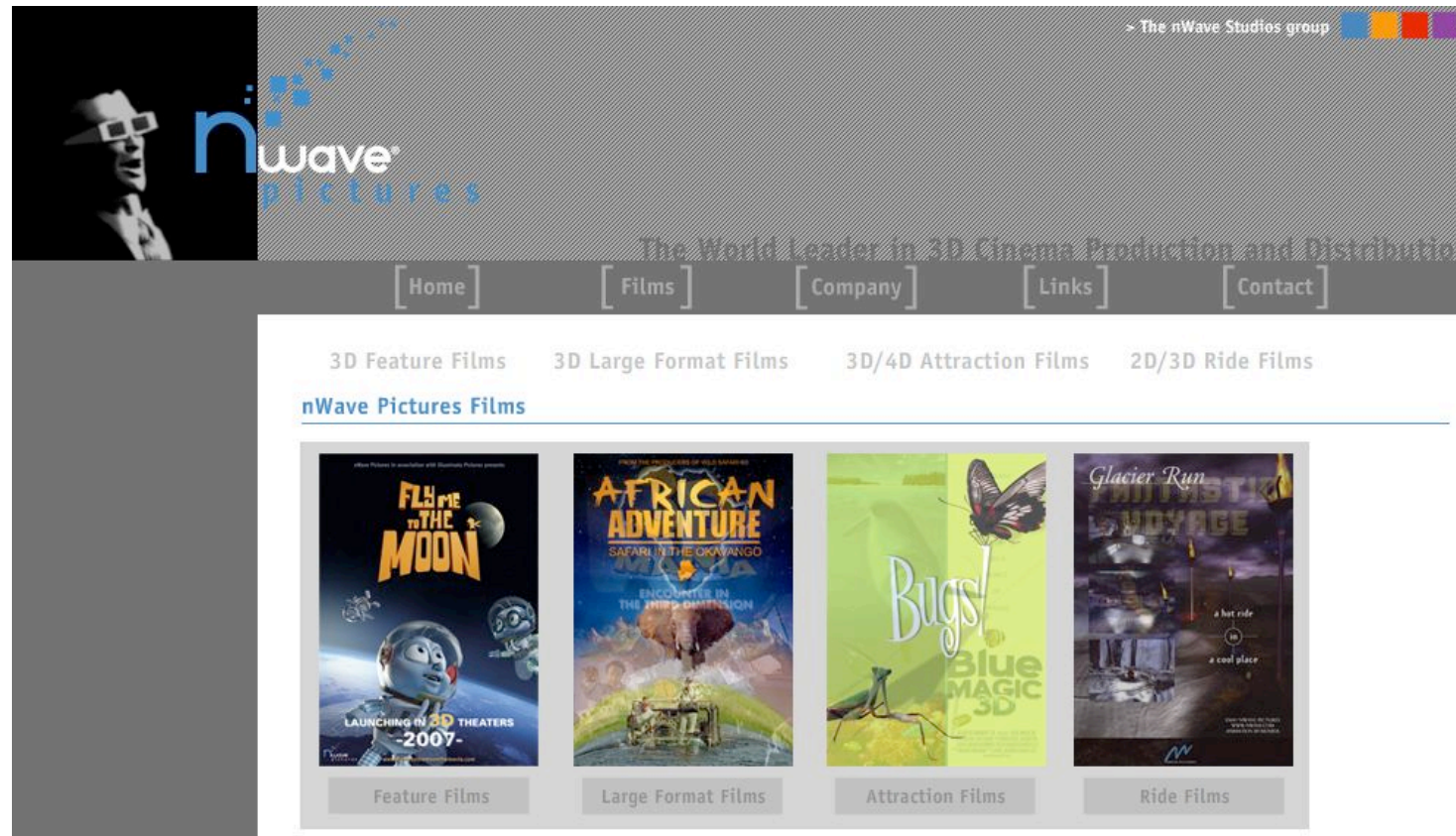
Examples of Creativity, Art, Innovation and New Products

- Violet and Nabastag, Paris



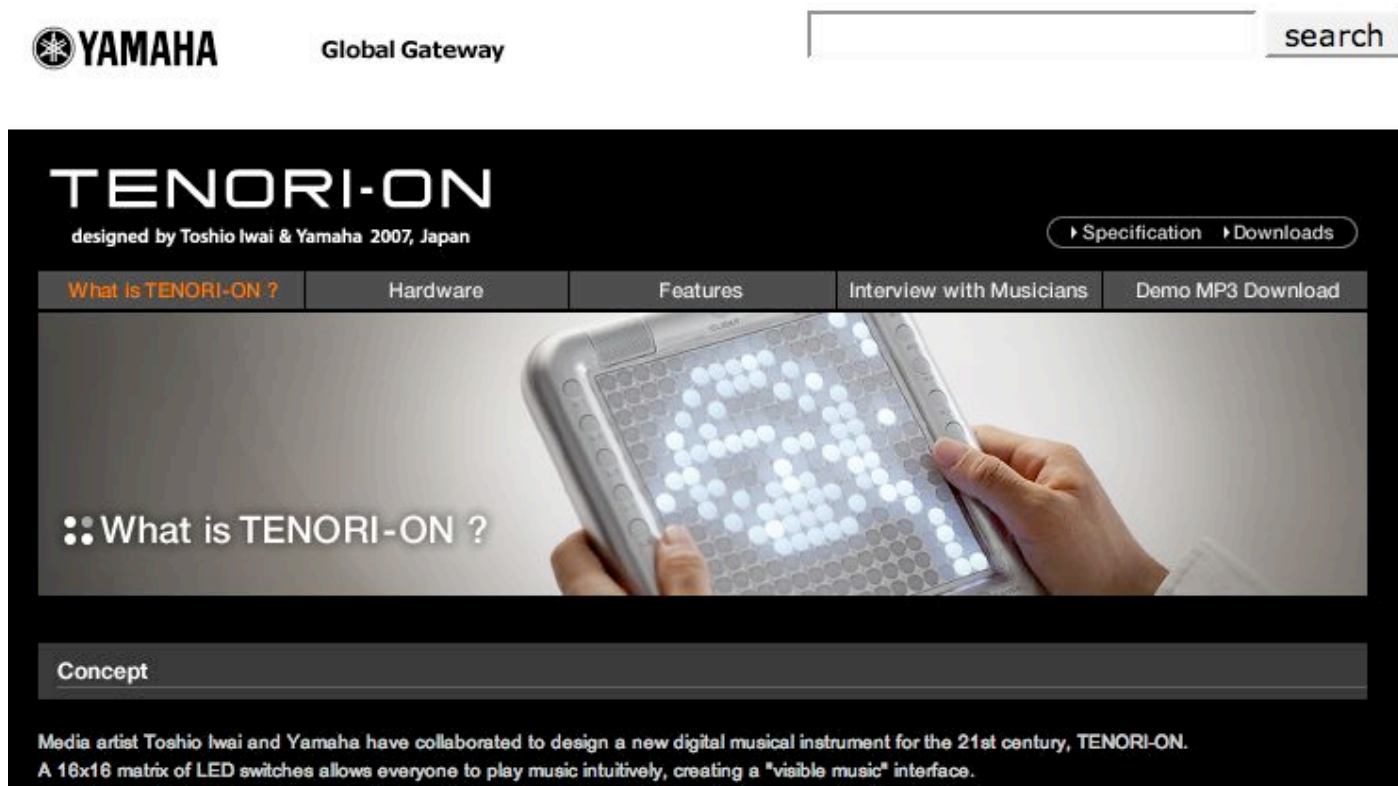
Examples of Creativity, Art, Innovation and New Products

- nWave, from ride to 3D cinema, Brussels



Examples of Creativity, Art, Innovation and New Products

- Tenori-on, Yamaha & Toshio Iwai, Japan



YAMAHA Global Gateway

TENORI-ON

designed by Toshio Iwai & Yamaha 2007, Japan [Specification](#) [Downloads](#)

[What is TENORI-ON ?](#) [Hardware](#) [Features](#) [Interview with Musicians](#) [Demo MP3 Download](#)

⌘ What is TENORI-ON ?

Concept

Media artist Toshio Iwai and Yamaha have collaborated to design a new digital musical instrument for the 21st century, TENORI-ON. A 16x16 matrix of LED switches allows everyone to play music intuitively, creating a "visible music" interface.

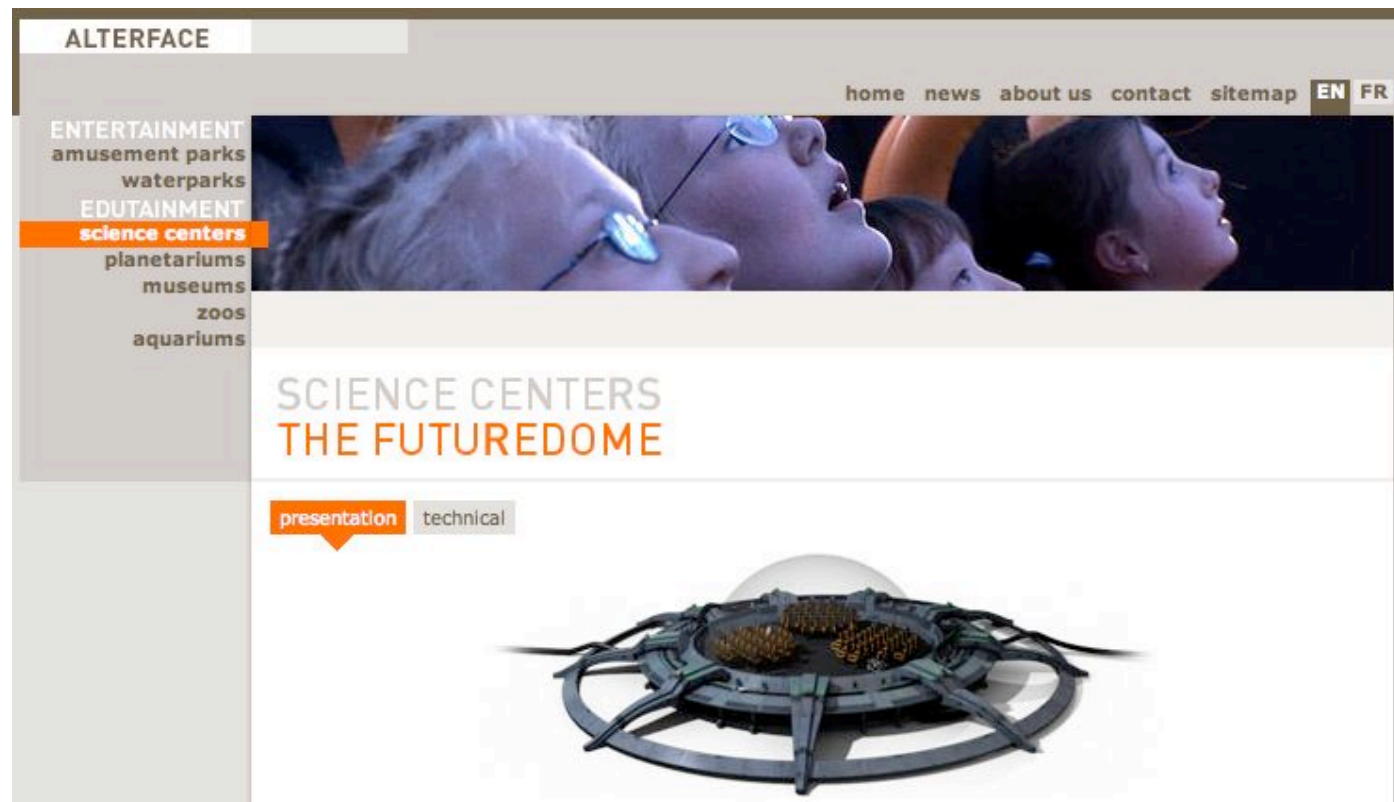
Examples of Creativity, Art, Innovation and New Products

- JazzMutant, Bordeaux

The screenshot shows the JazzMutant website interface. At the top left is the logo 'JAZZMUTANT' with three pink circles. At the top right is the text '日本語'. Below the logo is a navigation menu with five columns: Home, Products, Support, Community, and Company. Under 'Home' is 'News'. Under 'Products' are 'Lemur', 'Dexter', and 'Which one for you?'. Under 'Support' are 'Downloads' and 'Workshops'. Under 'Community' are 'User Area', 'Forum', and 'Artists'. Under 'Company' are 'Contact', 'Jobs', and 'Where to buy?'. Below the menu are three promotional banners. The first banner is for 'Dextar', featuring a digital interface with the text 'NOW AVAILABLE' and 'Dextar'. The second banner is for 'Daft Punk', featuring two figures in their signature helmets with the text 'daft punk' and 'rock the Grammy Awards with 4 Lemurs'. The third banner is for 'Lemur', featuring a lemur logo and the text 'MOST INNOVATIVE PRODUCT' and 'Lemur'. At the bottom of the banners are logos for 'REMIX TECHNOLOGY' and award logos for 'Electronic Musician 2007 EDITORS CHOICE' and 'FutureMusic Platinum Award'.

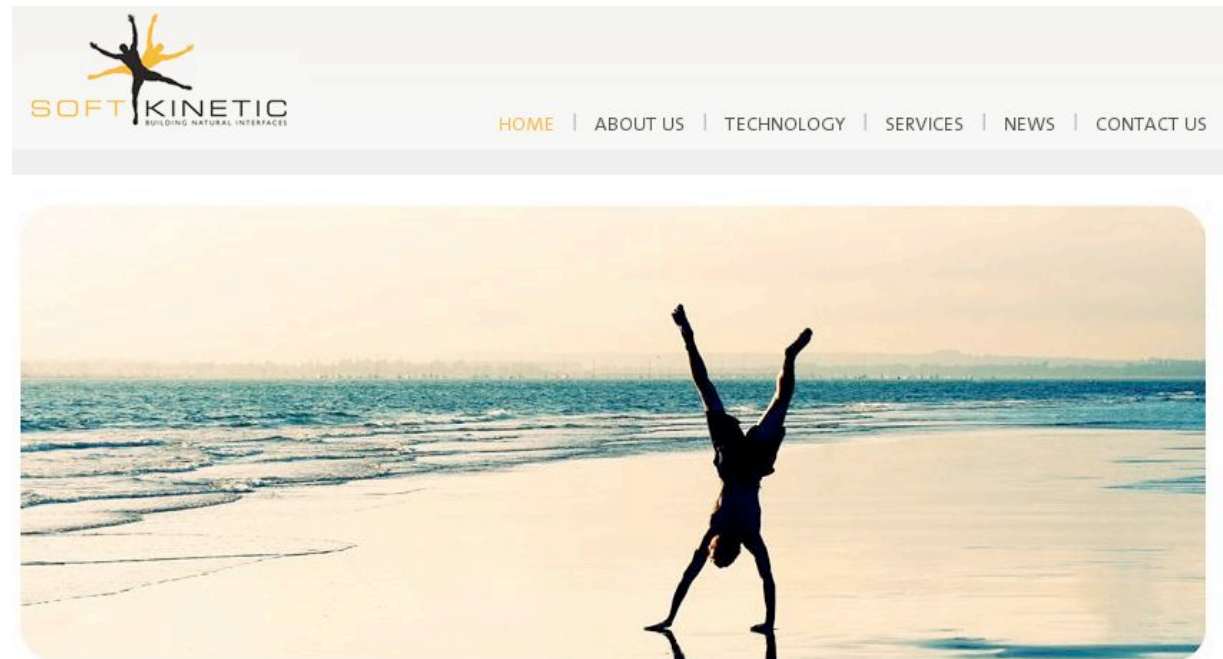
Examples of Creativity, Art, Innovation and New Products

- AlterFace, Louvain-La-Neuve



Examples of Creativity, Art, Innovation and New Products

- SoftKinetic, Brussels



Building Natural Interfaces

Softkinetic is the leading provider of natural interfaces that transform the way people interact with the digital world.

Latest News

FEB 20 [Softkinetic and Virtools Team-up to Deliver Innovative 3D Game Development Solutions](#)

Leading 3D Gesture Recognition Company

Examples of Creativity, Art, Innovation and New Products

- 7scenes, Amsterdam

The screenshot shows the Waag Society website with a navigation bar containing: Waag Society, Healthcare, Culture, Society, Education, Organisation, News, and Contact. The main content area features a grid of project thumbnails. On the left, a large thumbnail for 'Frequency 1550' is visible, with the text 'Creative creates new experiences' and '© Waag Society/7scenes, 2007'. Below this, the text '7scenes The world is a stage and you're the director' is displayed. To the right, a navigation menu lists 'Society', 'Projects', 'Culture', 'Rituals', and 'Locative'. Other thumbnails include 'Strangerfestival' and a video player showing a person with a yellow mask.

The city is full of stories, experiences and memories. Something has happened on every street corner, every cobblestone has been trod upon countless times, and every blade of grass can be coupled with an event from the past. Crisis zones, forgotten neighbourhoods, quiet places, tourist routes, secret locations; from personal stories to stories that belong to the canon of Dutch history or even part of the world cultural heritage. 7scenes allows people to make these stories

7scenes is a community platform for multi-user real-time gaming with mobile and location-specific technology. 7scenes is one of the first web 3.0 applications. Web 3.0 is the term for the development connecting internet and the physical world. 7scenes is the place to invite your friends to play and to show off the progress or results of your Scene. In other words: 7scenes offers content to post in your virtual social network and to invite friends from your favourite network. 7scenes can be played everywhere: in the Netherlands,

Some examples for Amsterdam

- Follow Rembrandt footsteps
- Media archeology: find those old cinemas in the currentdays shopping street. Which cinema did the queen go to?
- City survival: learn about these neighbourhoods by todays kids
- The Eighties route: where was Aorta, NL Centrum, where were those gigs of Einsturzende Neubauten, where did the city nomads live?
- The history of Amsterdam in 50

Started 9-1-2007

Links
[Frequentie 1550](#)
[Mqk.nl](#)
[Mobile Bristol](#)
[Mobstuff Locative Media](#)
[Digitale Wichelroede](#)
[Geotracing](#)
[GeoSkating](#)
[Sense of Brainport](#)
[Realtime](#)

Examples of Creativity, Art, Innovation and New Products

- Tale of Tales, Belgium



TALE OF TALES

Photo Post: GDC 2008: Independent Games Festival

About Tale of Tales
Contact Tale of Tales

GAMES!

We had a great time participating in the IGF this year with The Path! Even though we didn't get the prize, seeing so many people play the demo every day taught us a lot about what is going right with the game as well as what is going wrong (-.-)! Thanks to everyone who stopped by the booth. We got so much excellent feedback, along very sore feet and hoarseness from talking so much, but we are looking forward to (hopefully) doing it all again next year!

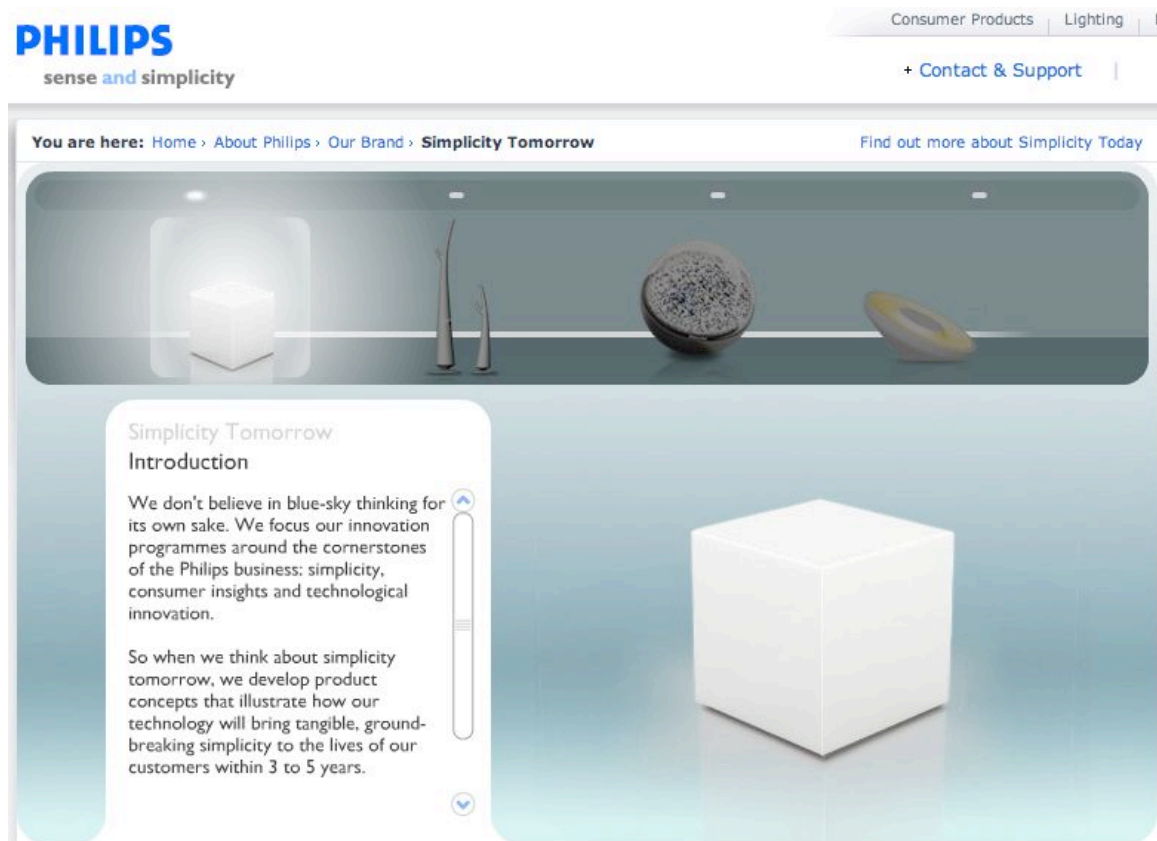
The Path

The Endless Forest

THE PATH


Examples of Creativity, Art, Innovation and New Products

- Philips Simplicity, NL




iMAL, Center for Digital Cultures and Technology

A new tool for the Brussels-Capital Region




Home About A/V Archives Venue Projects Contact Rendez-vous [FR]

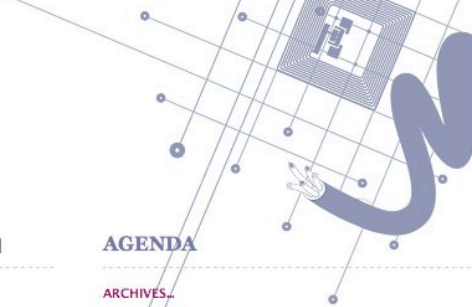
1999: the beginning
iMAL (interactive Media Art Laboratory), is a non-profit association created in Brussels in 1999. It was founded by individual artists, media producers, interactive designers, software engineers, and by NICC (a Belgian association of visual artists) with the objective to support artistic forms and creative practices using computer and network technologies as their medium.



2007: opening of the Center for Digital Cultures and Technology
In October 2007, iMAL opened its new venue in Brussels, a Center for Digital Cultures and Technology, a new place of about 600m2 for the meeting of artistic, scientific and industrial innovations, a place entirely dedicated to the contemporary artistic and cultural practices emerging from the fusion of computer, telecommunication, network and media.



Art Laboratory: Experimentation, Residence, Production
iMAL is a laboratory and a workplace for artists in residence, iMAL supports artists during their experimentation and research process as well as for the production and diffusion of their works (e.g. the installations "Salt Lake" by Tom Heene and Yacine Sebti, "Synapse" by Pascale Barret, "Jumpl" by Yacine Sebti). iMAL is involved in interdisciplinary projects where digital expressions augment in a meaningful way dance, theater and visual arts.



AGENDA

ARCHIVES...

27/2/2008 NEWBRAVEWORLD IS LAUNCHED: RFID WORKSHOP REGISTRATION OPEN

20/3/2008, 20:20 PECHA KUCHA VOL. 3 @ iMAL

21/3/2008, 20:30 INTERACTIVE CINEMA: SLIDERS PUBLIC EVENT

24-27/3/2008 NEWBRAVEWORLD: RFID WORKSHOP

25/3/2008, 20:30 NEWBRAVEWORLD AND ARTS/SCIENCES #4: ATAU TANAKA

LATEST NEWS

YACINE SEBTI AND MARCIO AMBROSIO AT FILE 2008
from February to April 2008, Yacine and Marcio are invited to



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iMAL, Center for Digital Cultures and Technology

A new tool for the Brussels-Capital Region :

to promote Arts, Sciences, Technologies as a method for Innovation

to promote Brussels IT excellence and Creativity through innovative Arts&Culture projects

an education center for digital cultures and multidisciplinary creativity

a laboratory for Arts, Sciences, Technologies experiments and R&D projects

a european meeting place for scientists, innovative entrepreneurs and creative people



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iMAL, Center for Digital Cultures and Technology

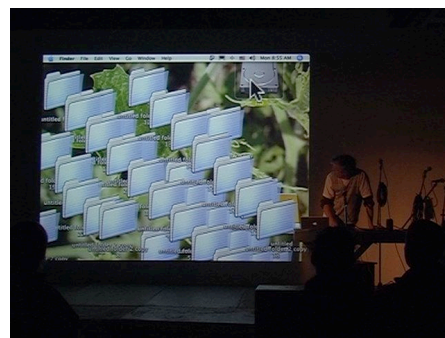
To promote Arts, Sciences, Technologies for Innovation :

Public art & culture events :

(belgian and international artists)

new media arts exhibitions

concerts & performances



iMAL, Center for Digital Cultures and Technology

Innovative Art projects for Brussels IT excellence & creativity :

White Square (2002)

WHITE SQUARE
an interactive installation by Hanna Haaslahti with Yves Bernard (2002-2003)

White Square was first presented at Kunsthalle Lophem, in the framework of the Symptomania exhibition (Finish Contemporary Photography, Film, Video and Interactive Art), 14.9.2002 - 18.12.2002, Kunsthalle Lophem.

Since the Helsinki exhibition at Kiasma beginning of 2003, White Square has many new features proposing more complex collaborative behaviors between users.

White Square was exhibited at:
Filmwinter Festival for Expanded Media, Stuttgart, Jan 2004
VIPER festival, Basle, 2003
VIDA6.0, Madrid, 2003
F2F Brussels, 24.10.2003 - 5.12.2003
Kiasma, Helsinki, 16.1.2003 - 16.3.2003
Art in Motion, AIM IV Interference Patterns
Los Angeles, 15.2.2003 - 13.4.2003

iMAL, Center for Digital Cultures and Technology

Innovative Art projects for Brussels IT excellence & creativity :


Jump! (2005)

Jump!
an interactive installation by Yacine Sebti
(2005)

Jump! was exhibited at:
FILE, Porto Alegre, Feb-Apr 2008
eArts, Ars Electronica, Shangai, Nov. 2007
Storm op komst, Turnhout, April 2007
Temps d'Images, Montréal, February 2007
Atelier du Web, Bruxelles, May 2006
Brakke Grond, Amsterdam, April 2006
Centre Culturel du Brabant Wallon, April 2005

Yacine designed "Jump!" for the visitor's pleasure. If he or she is ready to go back to childhood, to forget the tensions and stress of adult life, then he (she) can start jumping in the air: just jump and let your image go and print a bit of yourself in this constantly moving and changing collective video creation.
"Jump!" is an immersive game for children from 7 to 77 years old.

Jump! was nominated at the International Festival for Film, Video and New Media VIPER 05, Basle, March 2006.



iMAL, Center for Digital Cultures and Technology

Innovative Art projects for Brussels IT excellence & creativity :

Salt Lake (2007) - Seoul International Media Art Biennale 2008



iMAL, Center for Digital Cultures and Technology

Education center for digital cultures and creativity :

Masterclasses



The poster features a large QR code in the top right corner. The main title "NEW BRAVE WORLD" is written in large, bold, red letters across the top. Below the title, there are three smaller QR codes, each with a label: "Internet of things", "hybrid world", and "networking & locative media". The text "4 WORKSHOPS" is centered below the main title. On the left side, there are two numbered boxes: "1 RFID" and "2 Hybrid Scrapyard". On the right side, there is an "AGENDA" section with two entries: "Feb 27, 2008 3:35pm RFID workshop registration open!" and "Mar 24, 2008 10:00am RFID workshop is starting:". At the bottom, there is a section titled "A SERIES OF WORKSHOPS ABOUT:" followed by the text "Internet of things" - "hybrid world" - "networking & locative media".

Workshops

STAGES DE JUILLET/AOÛT 07 LES ATELIERS NUMÉRIQUES D'IMAL

Vidéo Temps Réel - Analyse de Mouvements - 3D temps Réel - Physical Modeling - Art du Code - Physical Computing - Web Collaboratif
(MAX/MSP/Jitter - Processing - Arduino - OpenGL - SPIP/CSS - PHP/MySQL)



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iMAL, Center for Digital Cultures and Technology

A laboratory for Arts, Sciences, Technologies R&D :

VIRAGE : a Research Project funded by Agence Nationale de la Recherche (FR) on new control interfaces and scripting tools for artistic creation and cultural industries. The consortium is composed of University labs, small innovative companies and media art centers.

IBBT Art&D project : for artists and scientists to develop together innovative projects triggering the advanced development of technologies (funded by Flanders government)



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iMAL, Center for Digital Cultures and Technology


A meeting place for scientists, entrepreneurs and creative :

Rendez-vous programme:

Arts/Sciences conferences

Technological Meetings

Dorkbot



The screenshot shows the iMAL website interface. At the top, there is a navigation bar with the text "rendez-vous" in a stylized font and the iMAL logo. Below the navigation bar, there are several menu items: "Home", "A propos / About", "Arts/Sciences conf(é)rences", "Technological Meetings", and "Dorkbot BRU". The main content area features an announcement for a meeting on "25 MAR 2008, 20:30" titled "Arts/Sciences #4: Atau Tanaka". The announcement includes a photograph of a person standing in front of a large projection screen displaying abstract digital art. The text describes the meeting as part of the "NewBraveWorld" series and mentions that Atau Tanaka, an artist and scientist, will be speaking about his work on mobile music and network music. To the right of the main content, there is a sidebar titled "Last Articles Récents" which lists several previous articles, including "Arts/Sciences #4: Atau Tanaka", "Arts/Sciences #3: Angelo Vermeulen", "DorkbotBRU #1 !", "Arts/Sciences #2 : Nicolas Nova", and "Tech Meeting #2: Rémi Dury presents KRL". Below this list, there is a section for "Cat(é)gories" with a link for "Annonces / Announcements".



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Conclusions

Innovation + Digital Creativity = success !

Brussels is rich in IT industries and Art&Culture associations

iMAL is your european Brussels partner for

- media art & culture innovative projects (co-production, residency exchange, exhibition,...)
- social & cultural studies around IT
- your visibility and promotion in Brussels, Capital of Europe and multicultural int'l city
- European projects (Culture 2000, Media, R&D)

