Industrial innovation and digital creativity

By Yves Bernard, Brussels

iMAL .ORG center for digital cultures and technology

Industrial innovation and digital creativity

About me:

Education in Architecture and Computer Science

Scientific researcher in CAAD at University of Liége

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

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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

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

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

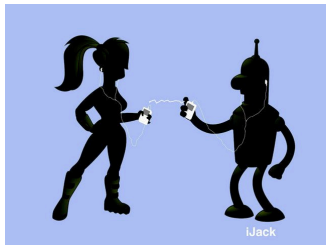
Good products fulfill (new) social needs and people desires

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,...)



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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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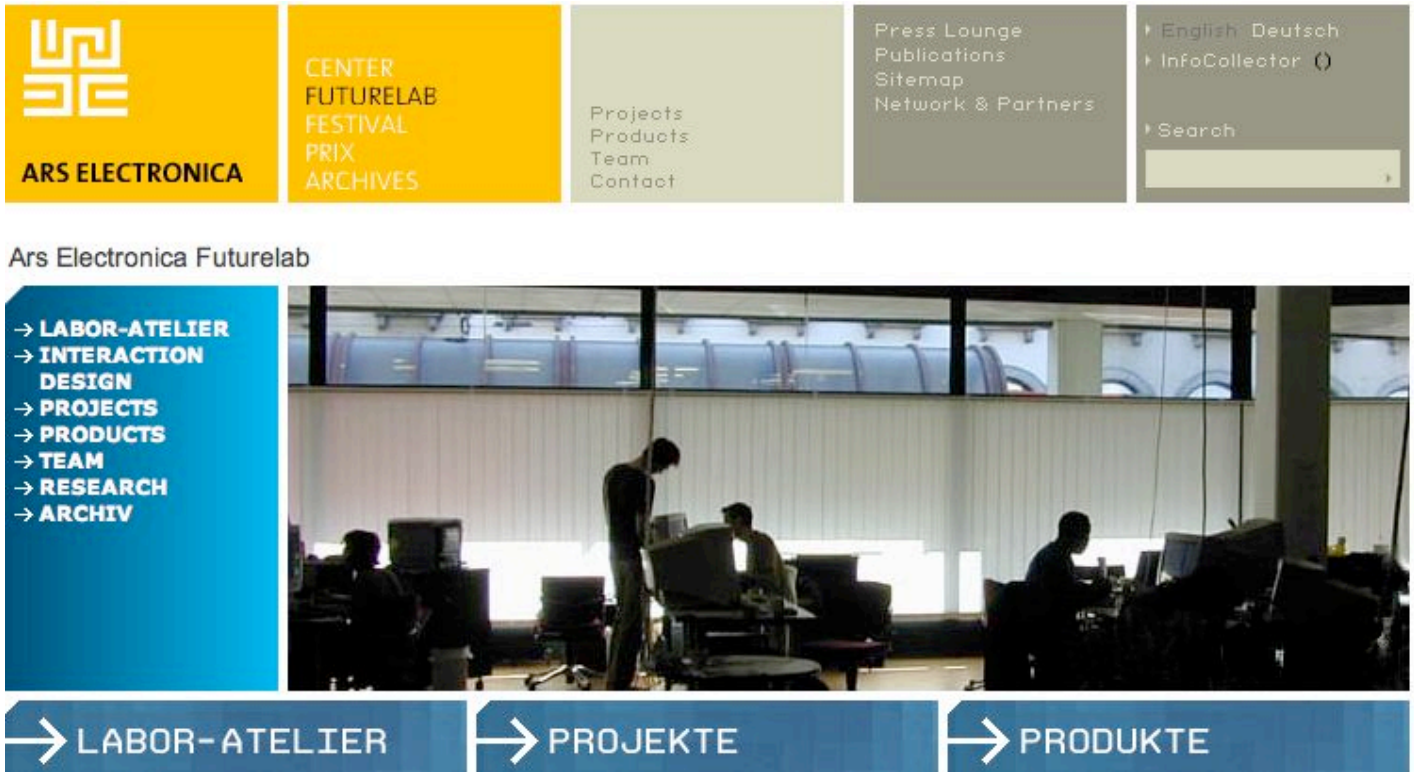
Arts, Sciences and Technologies

Ars Electronica (Future Lab), Linz



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Arts, Sciences and Technologies

ZKM, Karlsruhe

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Arts, Sciences and Technologies

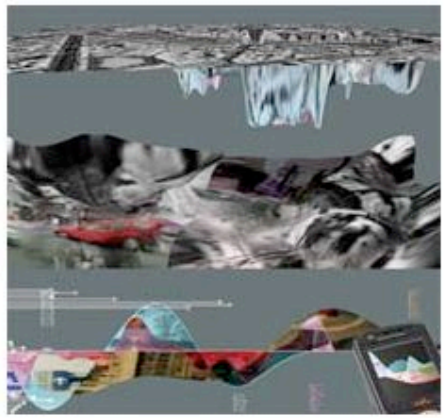
Sony CSL, Paris

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

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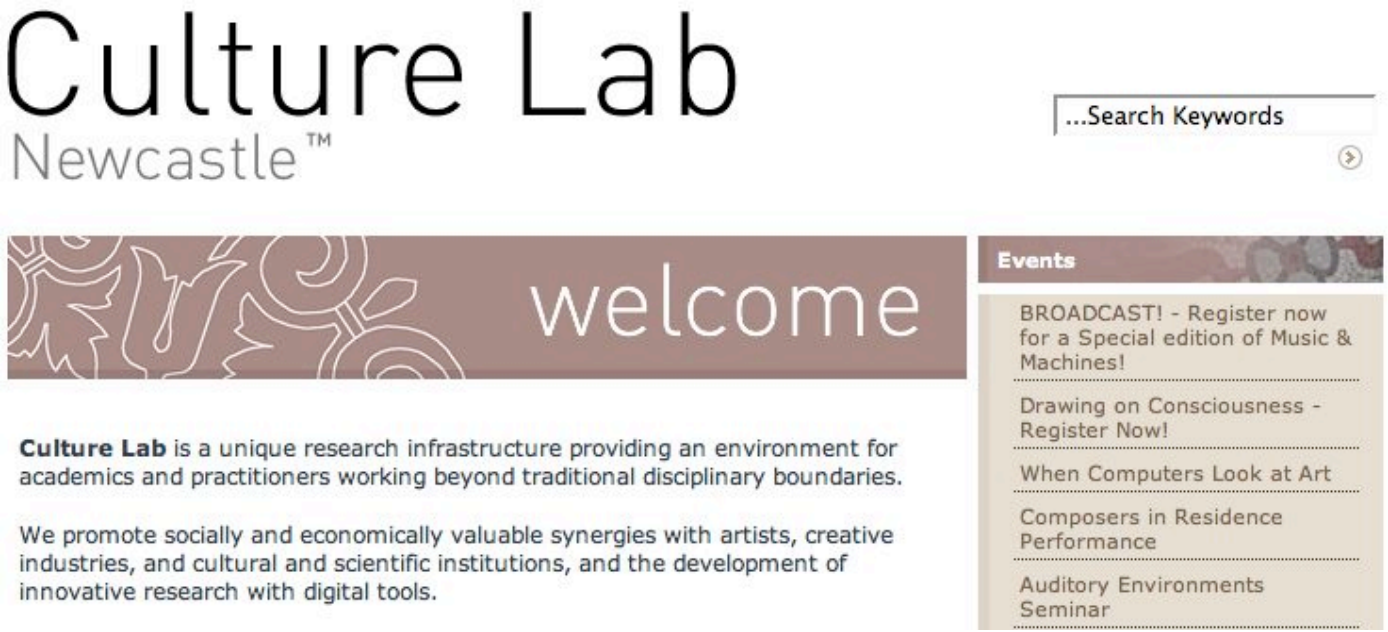
Arts, Sciences and Technologies

Culture Lab, Newcastle



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Arts, Sciences and Technologies

Laboral, Gijon

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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

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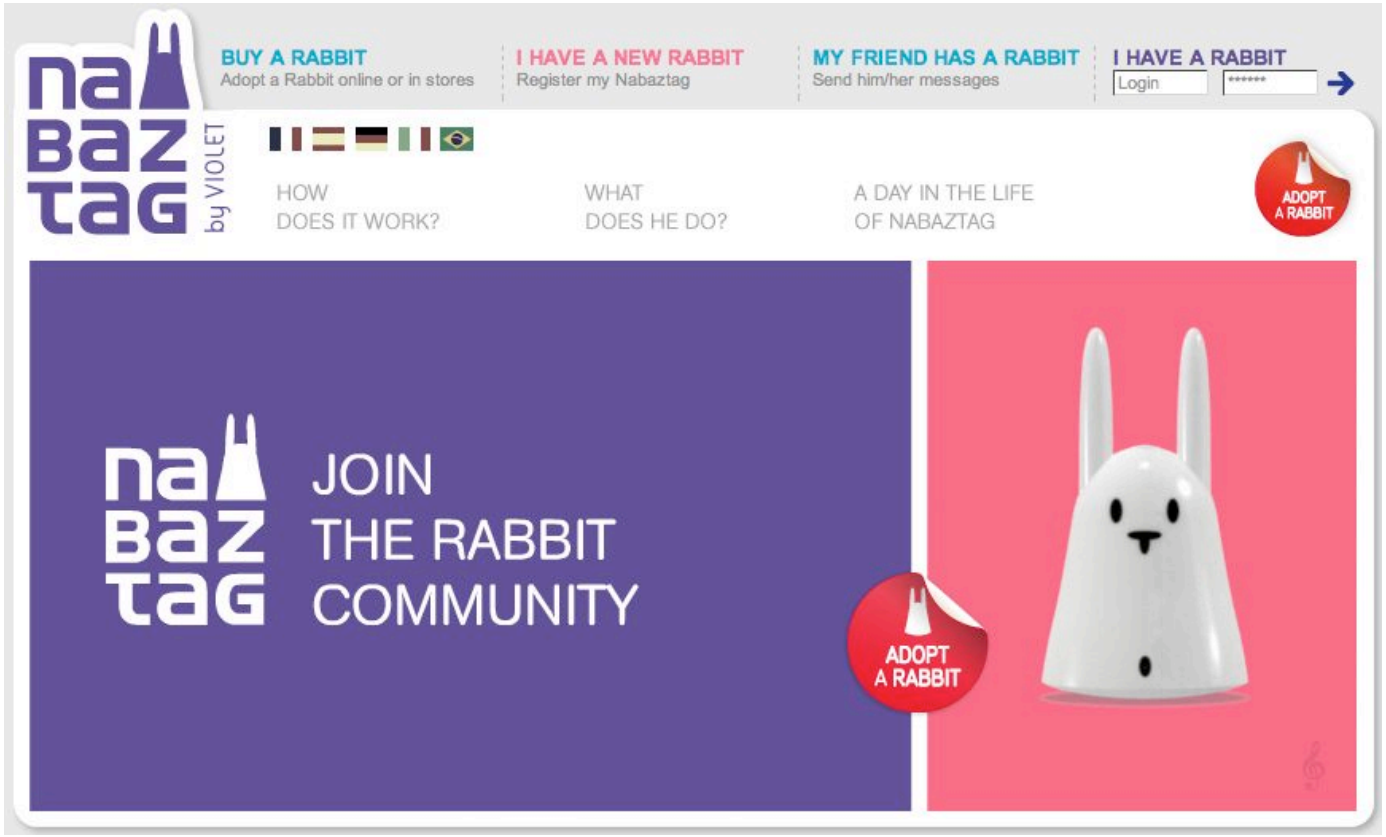
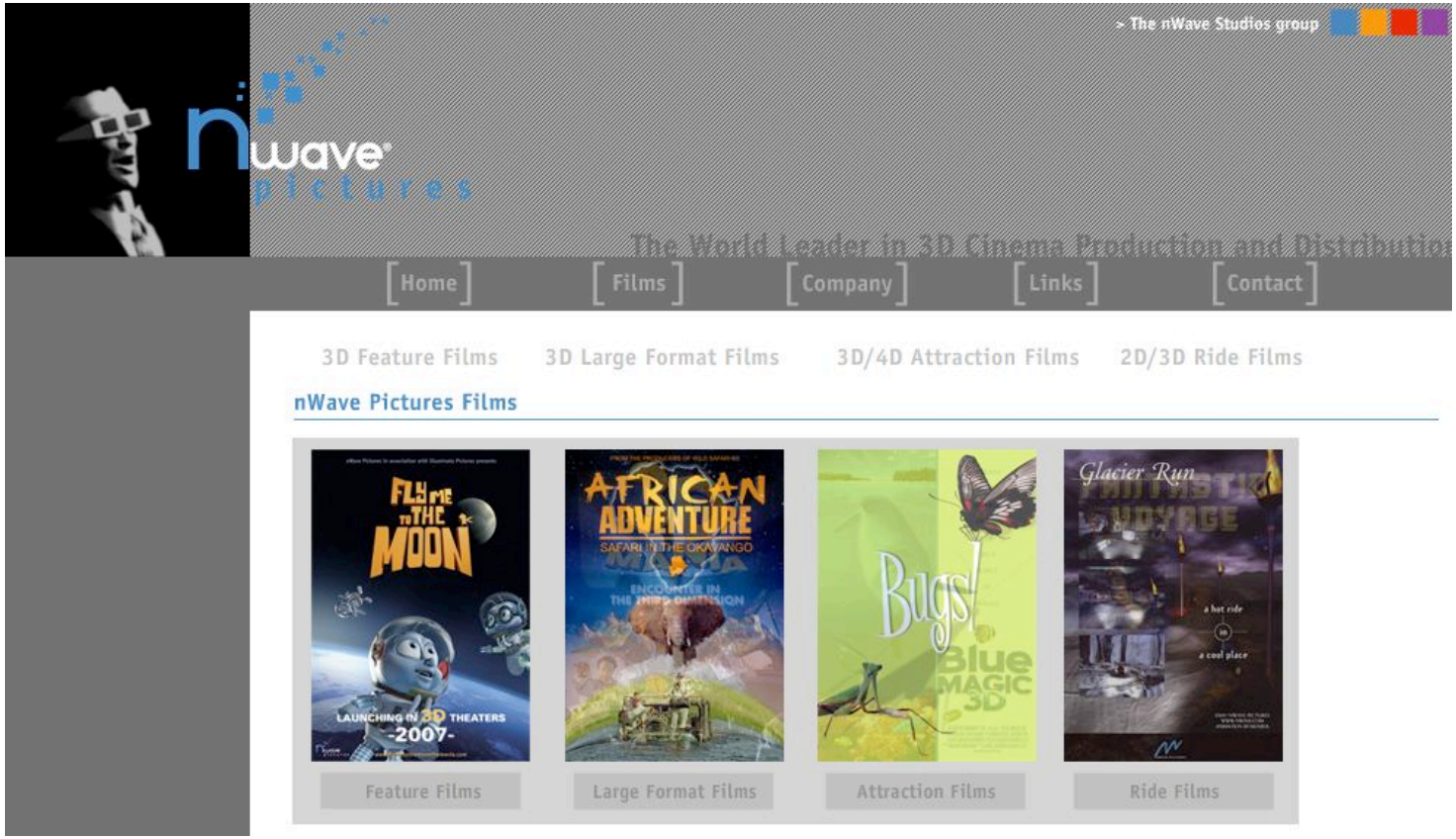
Examples of Creativity, Art, Innovation and New Products

- Violet and Nabastag, Paris



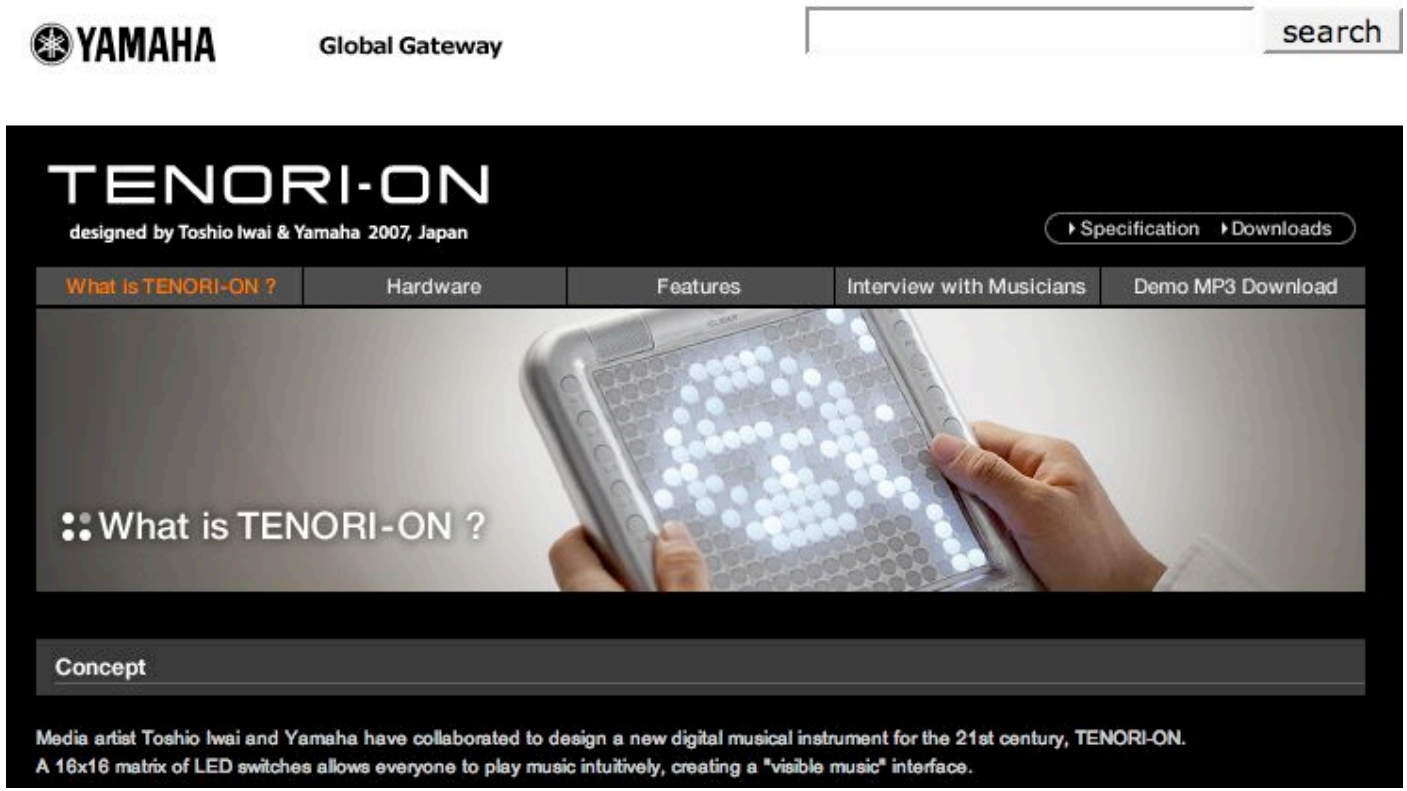
Examples of Creativity, Art, Innovation and New Products

- nWave, from ride to 3D cinema, Brussels



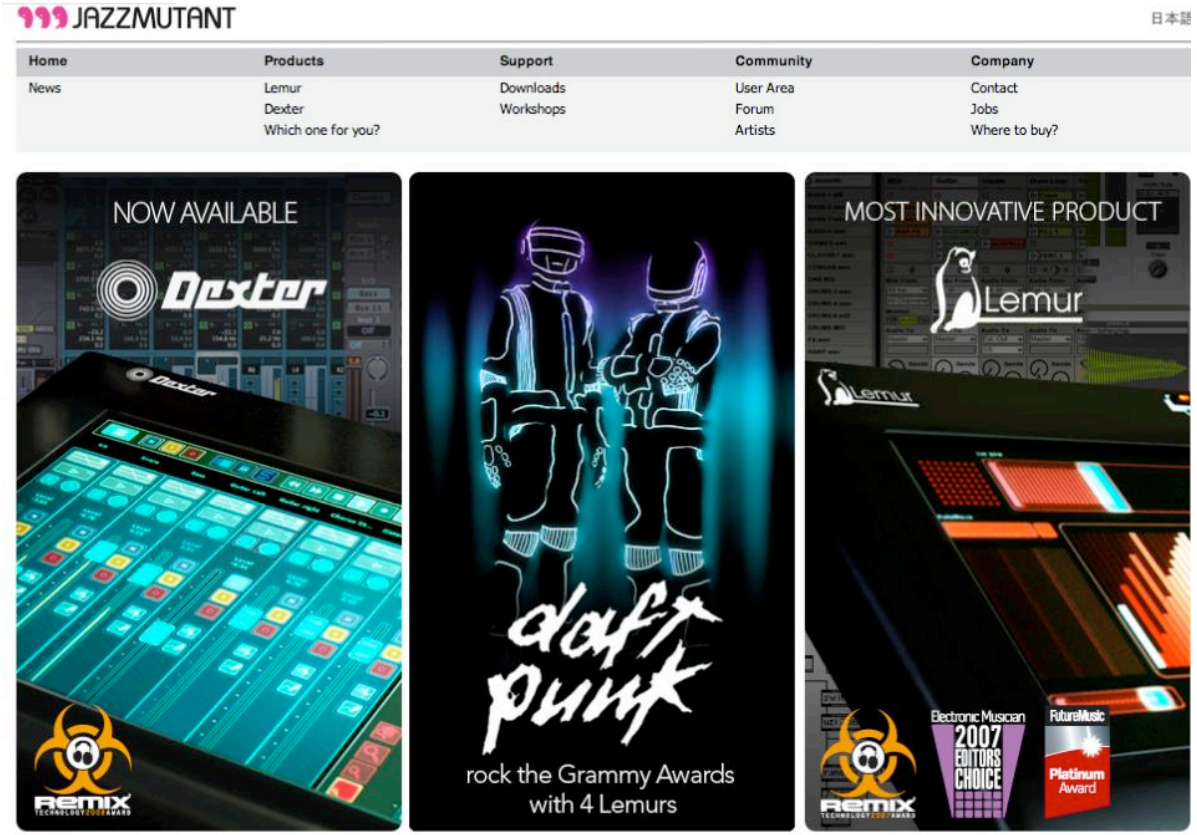
Examples of Creativity, Art, Innovation and New Products

- Tenori-on, Yamaha & Toshio Iwai, Japan



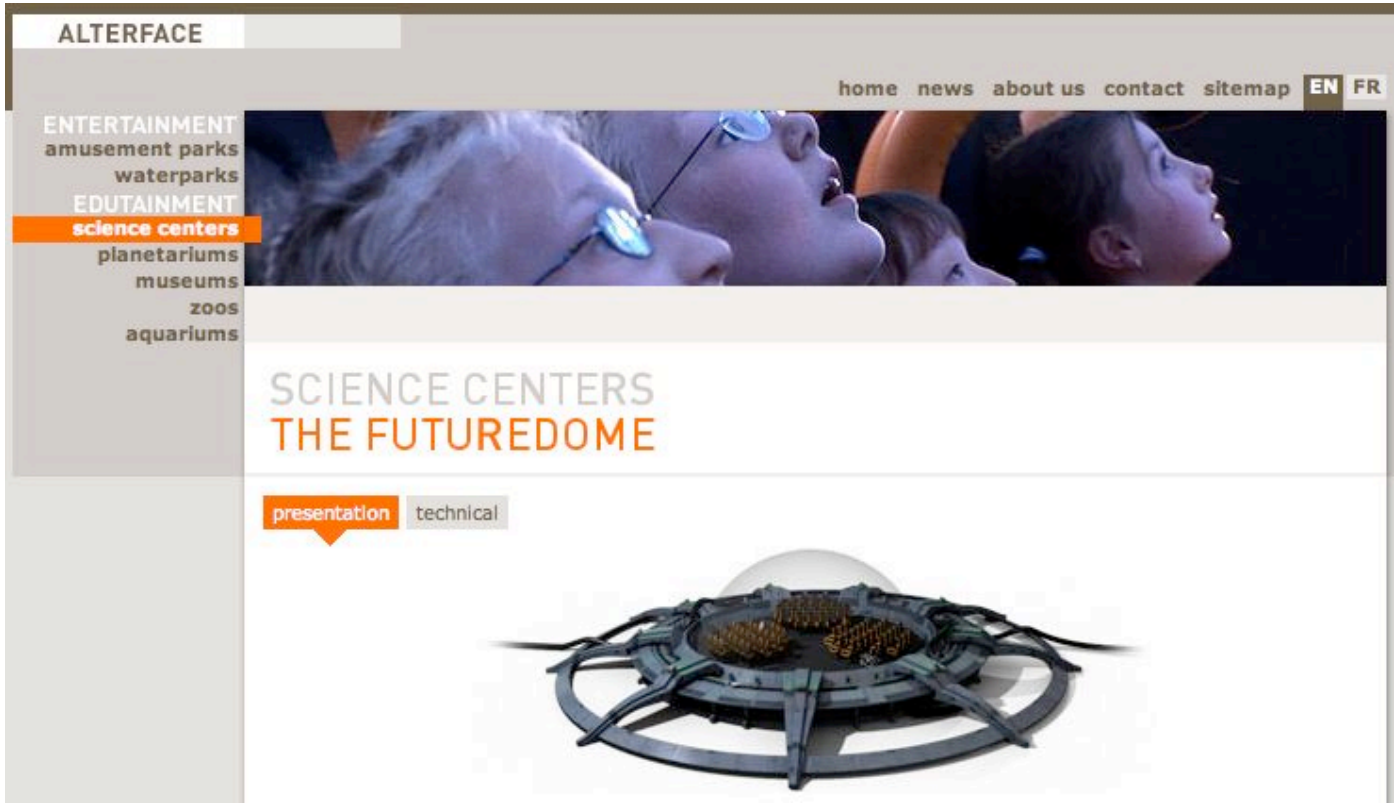
Examples of Creativity, Art, Innovation and New Products

- JazzMutant, Bordeaux



Examples of Creativity, Art, Innovation and New Products

- AlterFace, Louvain-La-Neuve



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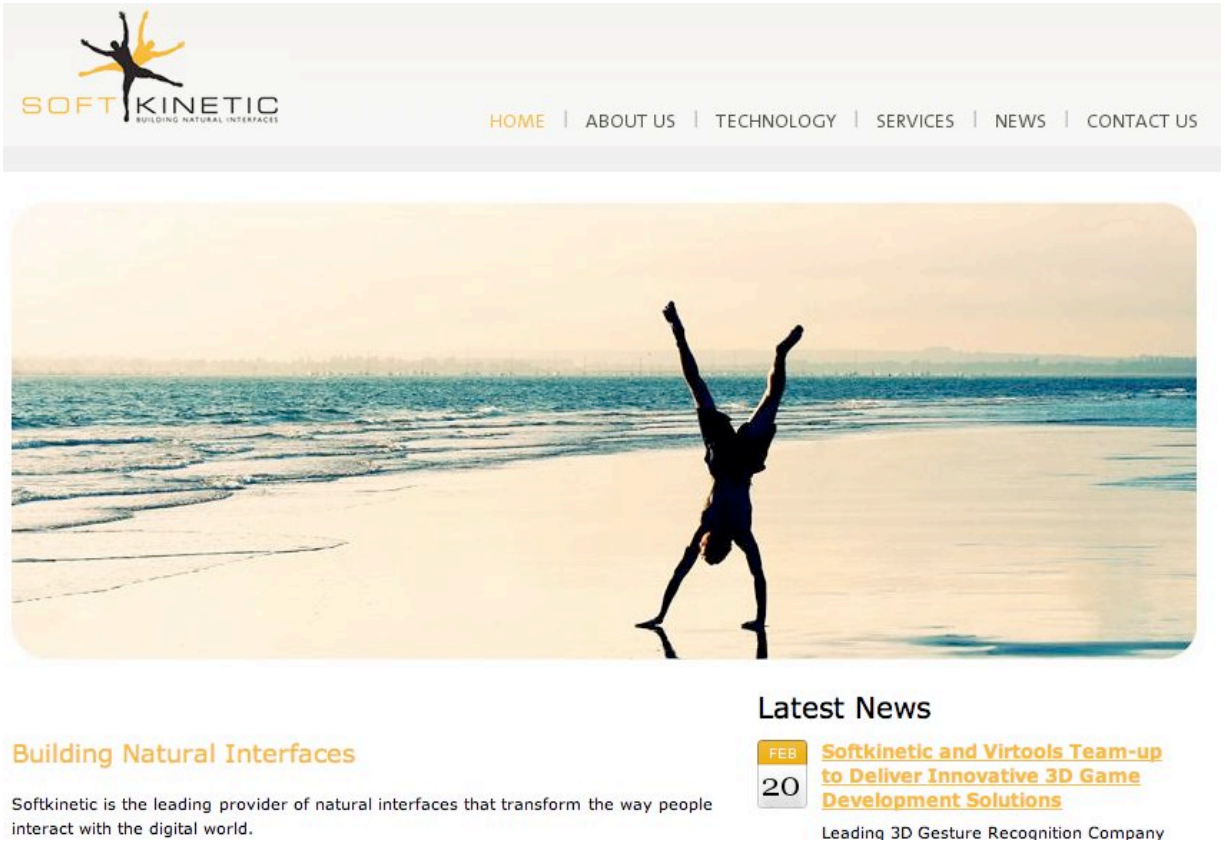
Examples of Creativity, Art, Innovation and New Products

- SoftKinetic, Brussels



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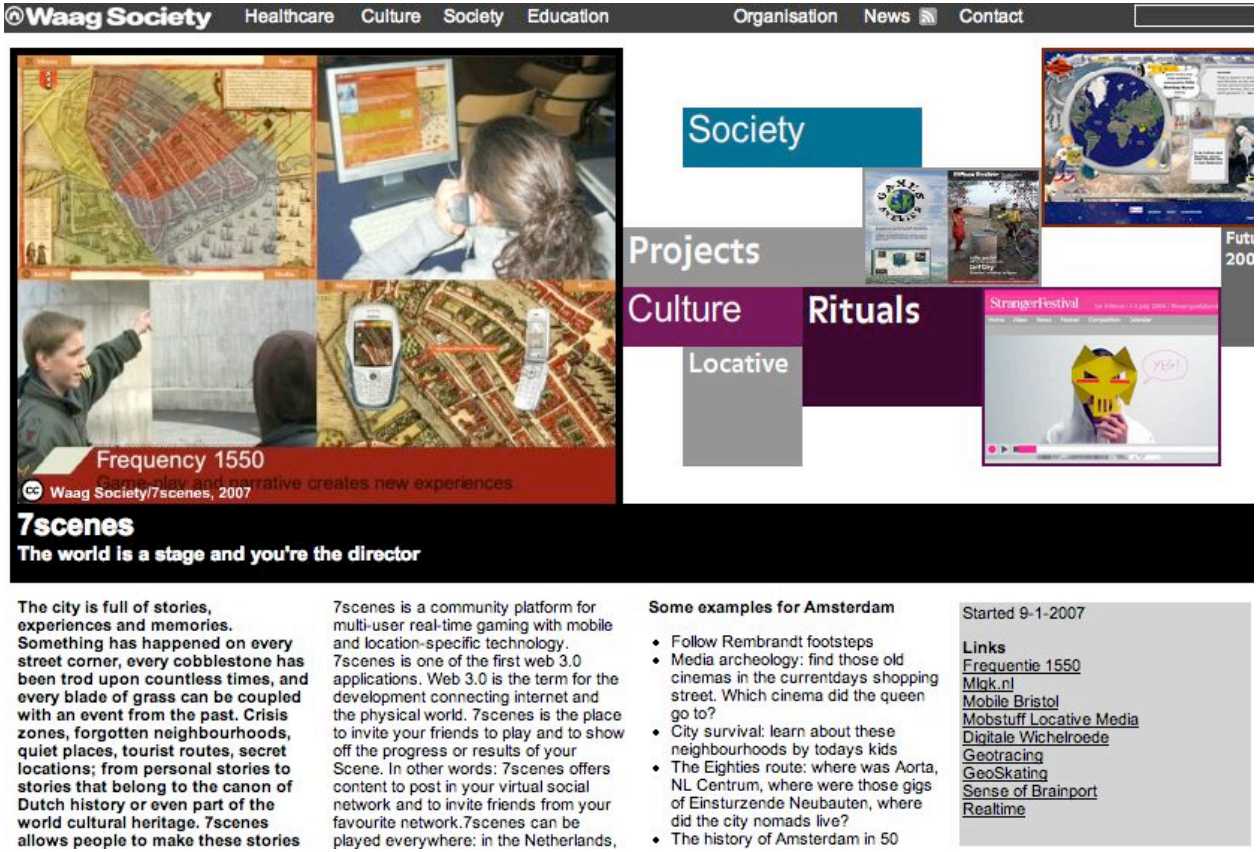
Examples of Creativity, Art, Innovation and New Products

- 7scenes, Amsterdam



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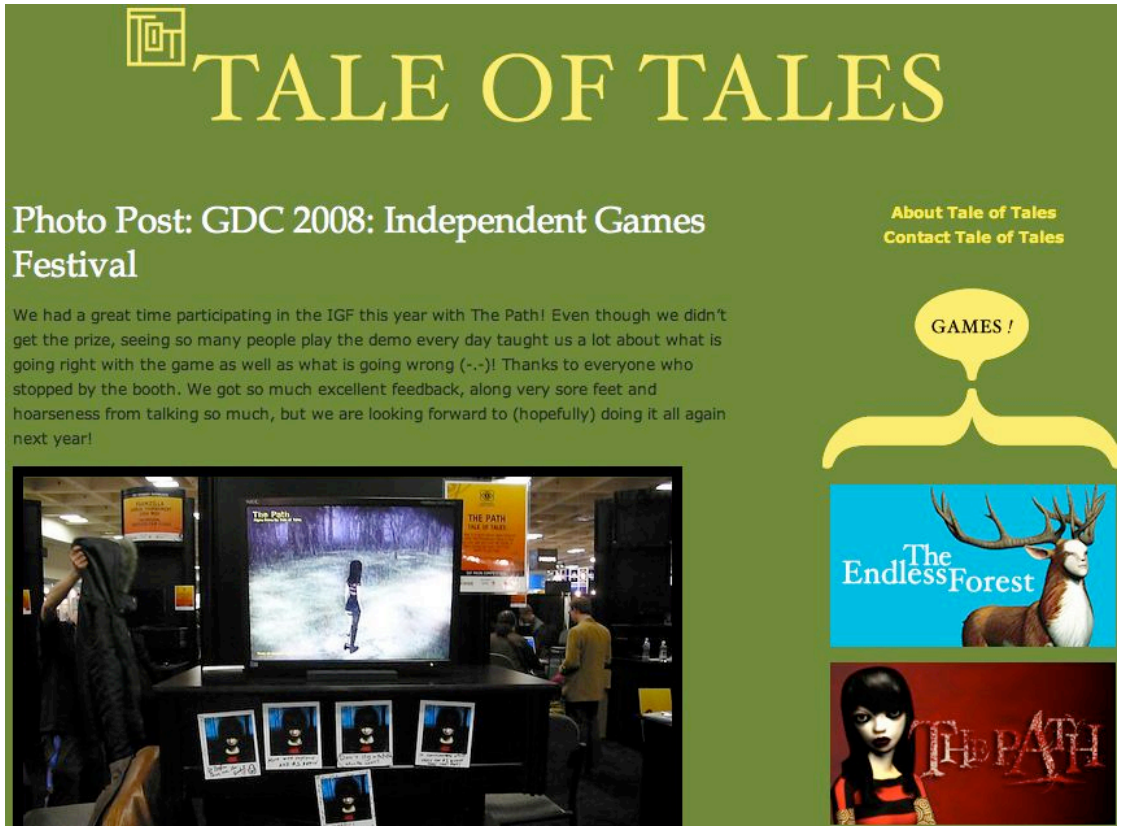
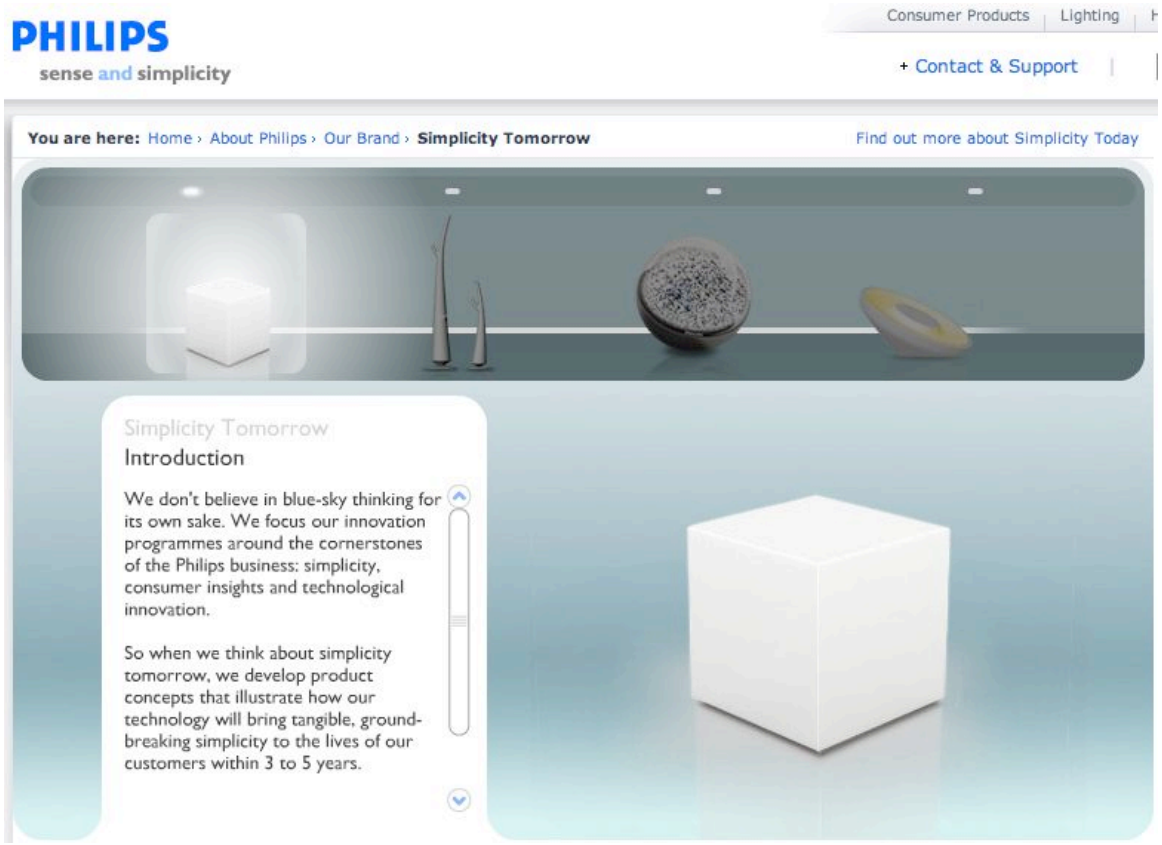
Examples of Creativity, Art, Innovation and New Products

- Tale of Tales, Belgium



Examples of Creativity, Art, Innovation and New Products

- Philips Simplicity, NL



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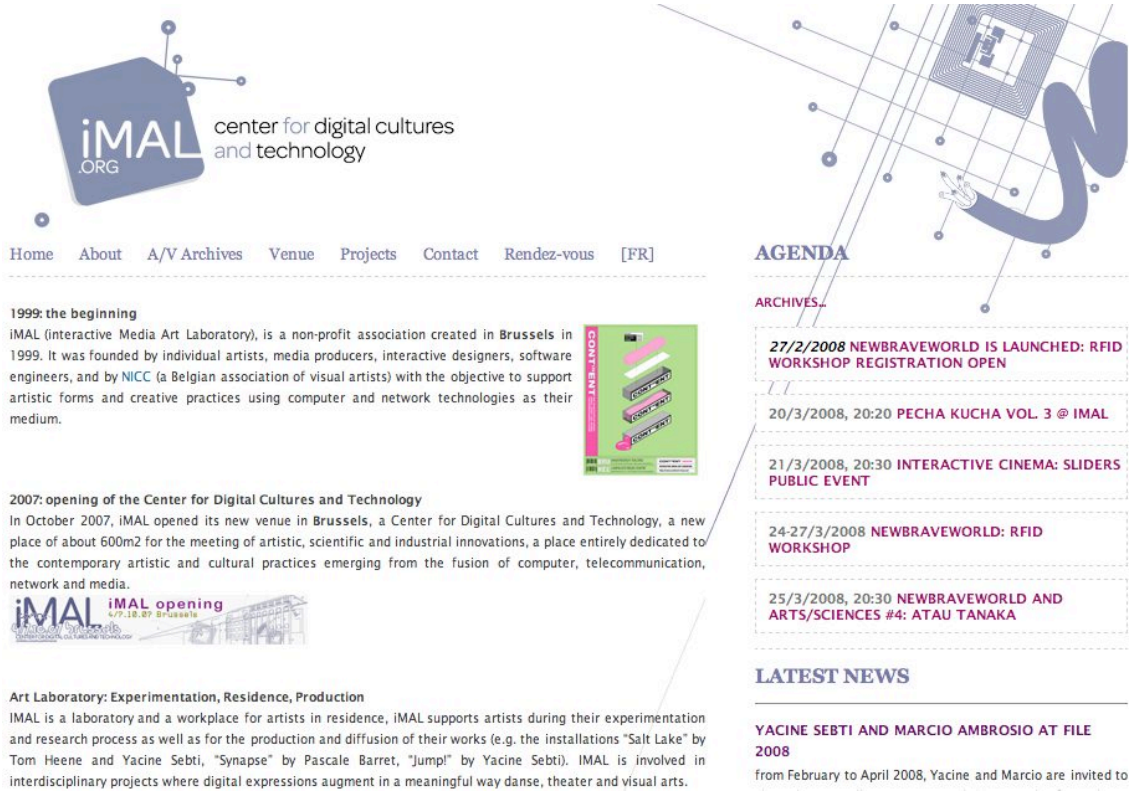
A new tool for the Brussels-Capital Region



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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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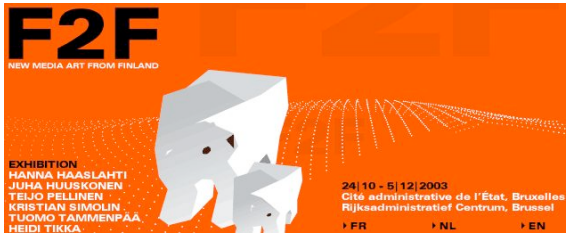
To promote Arts, Sciences, Technologies for Innovation :

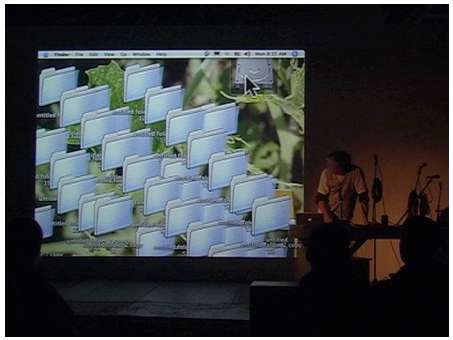
Public art & culture events :

(belgian and international artists)

new media arts exhibitions

concerts & performances





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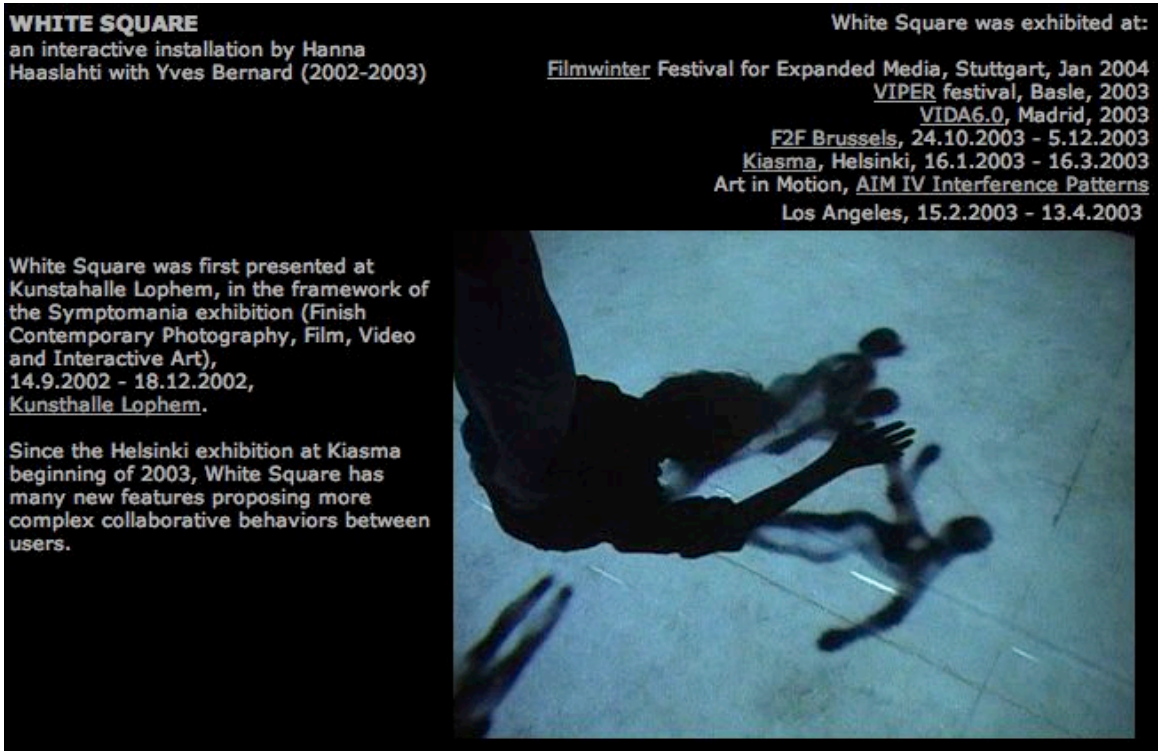
Innovative Art projects for Brussels IT excellence & creativity :

White Square (2002)



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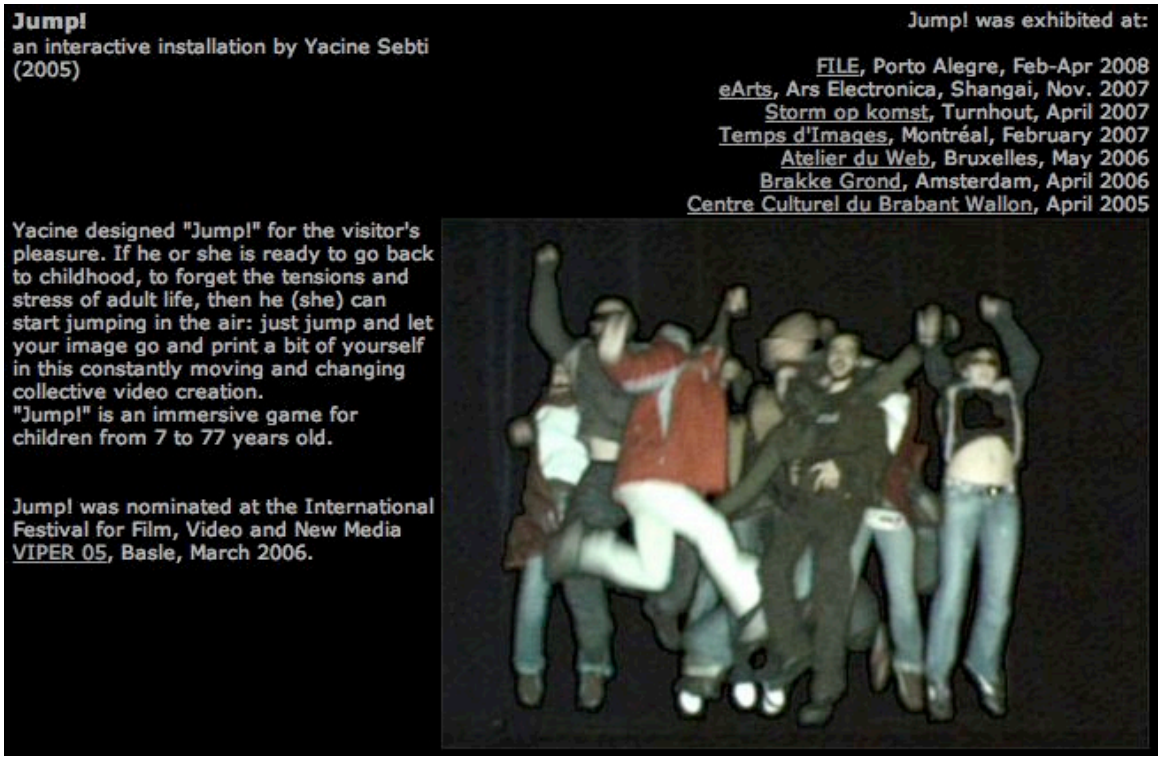
Innovative Art projects for Brussels IT excellence & creativity :

Jump! (2005)



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Innovative Art projects for Brussels IT excellence & creativity :

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

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Education center for digital cultures and creativity :

Masterclasses

Workshops

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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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A meeting place for scientists, entrepreneurs and creative :

Rendez-vous programme:

- Arts/Sciences conferences
- Technological Meetings
- Dorkbot

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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)

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