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TILLT Europe and DISONANCIAS Catalunya present:

CREATİVE Clash
european seminar on
transforming
organisations with
the arts *Barcelona 23 & 24 Nov 2009*



Monday, November 23, 2009



10h00-14h00

Palau Marc (Sala de Actos)
Department de Cultura i Mitjans
de Comunicació de la Generalitat de Catalunya.
Rambla Santa Mònica, 8

09h30-10h00. Registration

10h00-10h15. Introduction by Ania Bas (artist participant in DISONANCIAS 2008).

10h15-10h30. Presentation of the seminar by Arantxa Mendiharat and Tere Badia (DISONANCIAS).

10h30-11h00. Case study (TILLT): Berit Hallersbo, Head of Human Resources at Vara Municipality (Sweden)

The Vara Commune public authority has developed 19 artists-in-residence AIRIS programmes, made half their 1300 staff involved in a TILLT project, and they intend to run 21 more. "We want to stimulate ways that contribute to how our staff develop their working methods," says Berit Hallersbo. Hallersbo will, in this presentation, introduce the AIRIS-programme from the Vara Water Plant, which resulted in a crew of water technicians that went from a negative self-image of their work, to a renewed self-esteem in realizing the public service they are offering to the Municipality.

Comments by Pep Montes, director of Consell Nacional de la Cultura i les Arts.

11h00-11h20. Pia Areblad, director of TILLT. *Creative Clash. The need for a new deal in Europe.*

Comments by Ramon Sangüesa, Innovation Director of the Citilab Cornellà.

11h20-11h50. Coffee break.

11h50-12h20. Case study (DISONANCIAS): Pedro Resano, Director of innovation, Lagun Aro Insurance company + Josep Maria Martin, artist.

Questioning what is security with the participation of a significant number of workers at the company, both artist and company have come up with the idea of a Security Laboratory, a space for research and testing different proposals for their later materialisation as innovation projects.

Comments by Antoni Brey, author of the essays *La Generació Freda*, *El fenómeno Wi-Fi* and *La Sociedad de la Ignorancia*, and founding member of the Fiasco Awards Team.

12h20-12h40. Miren Vives (responsible for evaluation, DISONANCIAS). *Mediation platforms between artists and organisations: DISONANCIAS, TILLT, Interact, Artistsinlabs.*

Comments by Maitane Bilbao, technician in the Area of Persons and Business Transformation at the BAI Innovation Agency in Bizkaia.

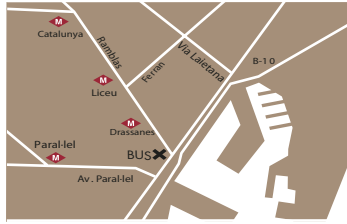
12h40-13h00. Michael Hutter, director of the "Cultural Sources of Newness" Unit, at the Social Science Research Center (WZB), Berlin. *The impact of artist's interventions in organisations: tools for evaluation.*

Comments by Rubén Martínez, co-director of YProductions, a cultural production company that has realized various researches about the relationship between economy and culture.

13h00-13h30. Debate and conclusions.

13h30-14h00. Find your travelling partner. "Speed-dating" with cocktail.





16h00-21h20

DISONANCIAS Bus-Tour
to visit projects developed within
DISONANCIAS Catalunya

Departure (16:00) from Avda. Drassanes
Arrival (21:20) at Plaça Catalunya (in front
of El Corte Inglés)

BUS “Route 66” (route in English)

16h00-18h30. Presentation of projects.

Telefònica I+D & Carme Romero. Sede de TID, Vía Augusta, 177.

GamePlay

Telefònica I+D Barcelona and Carme Romero have collaborated in the experimentation of possible applications of games design concepts to the company to introduce cultural changes and to promote collaboration between the workers.

GTD & Mo Y. Sede de GTD, Pg. Garcia Fària 17.

The Eighth passenger

GTD Ingeniería de sistemas y software and the MoY artists collective have collaborated on the creation of The Eighth passenger, a tool that proposes a series of alternatives or improvements in the graphic interface of the representation of decision-making support systems on manned space missions.

BUS “Camí de Santiago” (route in Catalan)

16h00-18h30. Presentation of projects.

TV3 & Diego Soroa. TV3, Sant Just Desvern.

Code-Sign TV

Diego Soroa, architect and director of Cuanctics Creatives, has examined the work methodology of the graphics department of TV3, involving all the workers, to encourage their motivation, and, therefore, to benefit the creative quality of the channel.

Eidola & Jazmin Vasco. Niu, Almogàvers, 208.

Tble

Based on the premise of adaptability, Eidola, a company dedicated to research and the production of technological and multimedia solutions, and Jazmin Vasco, have been working in the prototype of a multitouch, multimedia table aimed at various collectives and application fields.

19h00. Arrival to Can Xalant (Mataró): presentation of the Activa_ DISONANCIAS project by *Trànsit Projectes & Pau Faus-A77.*

We Can Xalant

The cultural management company Transit Projectes has collaborated with Pau Faus and the a77 group of architects with the aim of carrying out a research based on ephemeral architecture for cultural usage in public spaces, including a mobile unit as an extension towards the environment in which it is framed.

Conclusions and cocktail with *Les Salonnières.*

21h00. Departure of the buses to Barcelona.

