

TILLTEUROPE presents:

CREATIVE Clash
european seminar on
transforming
organisations with
the arts *Brussels 9 & 10 December 2009*



Wednesday, December 9, 2009

12:00 – 16:50

Swedish Representation

Square de Meeûs 30

Moderator: Abigail Acton, journalist on EU Affairs, illustrator and book binder

11:30 - 12:00. Reception of conference participants.

12:00 - 12:05. Conference introduction by Gabryel Blom, fork lift driver at the housing insulation company Paroc in Sweden.

Gabryel Blom will share his experiences on how artistic intervention helped him to discover "the song of the machines". He elaborates on why he now looks upon the arts "as the defining key to what it is to be a human being".

12:05 - 12:25. Vladimír Sucha, Director for Culture, Multilingualism and Communication, DG for Education and Culture of the European Commission.

Vladimír Sucha reflects on Gabryel's introductory speech and puts into perspective how his experiences at the shop floor of Paroc relates to the Lisbon Agenda in general and to the impact culture has on stimulating creativity in organisations more specifically.

12:25 - 12:30. Conference layout and practicalities, by Jon Liinason from TILLT.

12:30 – 12:40. Introduction by Pia Areblad, project manager, TILLT Europe.

12:40 - 13:00. Presentation of core partners: TILLT, DISONANCIAS, WZB

13:00 - 13:50. Lunch.

13:50 - 14:20. Presentation of DISONANCIAS Case study: *Telefónica I+D with Ventura Caamaño, TID L2000 and Carme Romero, artist.* Commented by Philippe Kern, director of KEA.

The Telefónica I+D Research and Development centre in Barcelona was opened in 2002 and became in 2006 the Centre of Excellence in the areas of Internet and Multimedia. Keeping in line with the changes taking place in Telefónica, it has established various strategies aimed at favouring this leap forward. Within DISONANCIAS, they have collaborated with the artist Carme Romero, whose artistic activities include the design and creation of experimental video games, in different lines that have finally led to develop a communication tool based on the concepts of video game design. The Unbricker, which is the name the project was given at the execution stage, aims to identify organisational blockages thanks to the participation of the company's workers, who can detect aspects to resolve, as well as provide solutions.

14:20 - 15:00. Comparative Analysis (Work package 1), by Miren Vives, from DISONANCIAS. Comments and questions by Pierre Godin (DG Regional Policy) and the conference participants. Discussion moderated by Abigail Acton.

Four European cases of mediation between artists and organizations has been studied (TILLT, DISONANCIAS, Artistsinlabs, Interact) to compare methodologies for cross-collaboration between artists/companies/researchers and to draw conclusions about how the intermediating organisations are structured and financed, and what their main challenges are.

15:00 - 15:30. Presentation of TILLT Case study: *Teknotherm with Stig Rath, factory manager and Maria Mebius Schröder, artist.* Commented by Vladimira Drbalova, member of Group 1 at the EESC (European Economic and Social Committee).

Teknotherm, producer of equipment for marine and industrial refrigeration, commissioned TILLT for an AIRIS-programme with artist Maria Mebius Schröder (dancer and choreographer) in 2008. Teknotherm needed help with raising levels of aptitude for change in a situation where they could not deliver their products effectively enough to meet the clients' needs. Internal communication within the company needed to be improved. As a result of the AIRIS programme, where the factory workers on the shop floor alongside with the administrative personnel found creative ways of investigating the working roles of each other, a positive climate was created in which curiosity between departments was raised. This in turn raised the level of understanding for the fact that each and every person at Teknotherm has a unique part to play in the cooperative process towards solving the clients' needs.

15:30 - 16:00. Artistic leg stretcher. Coffee.

16:00 - 16:40. Research Framework Strategy (Work package 2), by Ariane Berthoin Antal from the Social Science Research Centre Berlin (WZB). Comments by a representative from Aalborg University in Denmark and the conference participants.

The research framework strategy has dealt with possible ways of measuring the impact of culture on creativity in organisations. The aim has been to define indicators for this, with full respect for the complexity and the different perspectives of these artistic interventions in working life.

16:40 - 16:50. Closing address by Philippe Kern. Reflections of the day and looking forward.

17:30 - 18:30

European Economic and Social Committee

99, rue Belliard

Reception and mingling, with participation and short speeches from: Henri Malosse (President of Group I at EESC), Georgios Dassis (President of Group II at EESC), Staffan Nilsson (President of Group III at EESC).

Thursday, December 10, 2009

09:00 - 13:15

Basque Country Delegation

27 rue des Deux Eglises

08:45 - 09:15. Coffee and reception of conference participants. Welcome by responsables of the Basque Government.

09:15 - 09:35. Artist on her experience in a DISONANCIAS project: speech/performance by Daniela Bershan *Affirmative blindness*.

09:35 - 09:55. Staffan Nilsson, president of group III European Economic Social Committee summarizes the discussion of the day before.

09:55 - 10:05. Presentation of TILLT EUROPE by Arantxa Mendiharat, DISONANCIAS.

10:05 - 10:35. Presentation of TILLT Case study: *Östra Sjukhuset Hospital Trauma Unit (Göteborg, Sweden), with Daniel Johansson, Head of Department and Malin Bellman, artist.* Commented by Thomas Jansson, European Trade Confederation.

Östra Sjukhuset Hospital Trauma Unit commissioned TILLT in 2009 to help them with a new perspective on their stressful daily life at the emergency room. Malin Bellman (performance artist) used various techniques in implementing a creative break of perspective for the workers at Östra Sjukhuset. She assigned everyone working at the E.R. (100 persons) to lie on a stretcher in one of the corridors for one hour, dressed in civilian clothes, and told them to observe the on goings around them. She also made the personnel weave, using scrapped patient journals as material. Both these exercises caused a lot of discussion on stress levels and the patients' perspective on their work, which boosted their core value implementation significantly

10:35 - 11:05. Presentation of DISONANCIAS Case study: *EUVE (European Virtual Engineering Technological Centre, Vitoria-Gasteiz, Spain), with Erlantz Loizaga, project manager, and Saoirse Higgins, artist.* Comments by Hans Löwlund, Confederation of Swedish Enterprises and president of TILLT.

11:05 - 11:35. Creative coffee-break.

11:35 - 11:50. Policy Analysis (Work package 3) by Pia Areblad from TILLT. Reflections and comments by Charlotte Arwidi, DG Enterprise.

The Policy Analysis has been made at European, national and regional levels, based on mediation experiences to facilitate an evidence-based policy.

11:50 – 12:30. Panel debate: Vladimir Sucha, Henrik Selin (Swedish Ministry of Culture), and a representative of the Spanish Government. Moderated by Abigail Acton.

12:30 - 12:45. Closing remarks by Vladimir Sucha and Pia Areblad. *Visions for the future.*

12:45 - 13:30. Light lunch.

www.creativeclash.eu

Working language: English.

To register, please send a mail to info@disonancias.com before December 7, 2009.

TILLT EUROPE is a policy grouping supported by the Culture Program strand 2 at The European Union. This group has committed itself to producing a package of studies to measure the impact of artistic intervention in the business field and in research projects, and to formulate recommendations on European policies that will support this type of artistic intervention.

TILLT EUROPE is presenting the result of these work packages at the Creative Clash Seminars.

The TILLT EUROPE Project Management Group consists of members from TILLT, DISONANCIAS and WZB - Social Science Research Center Berlin.

CREATIVE Clash

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