

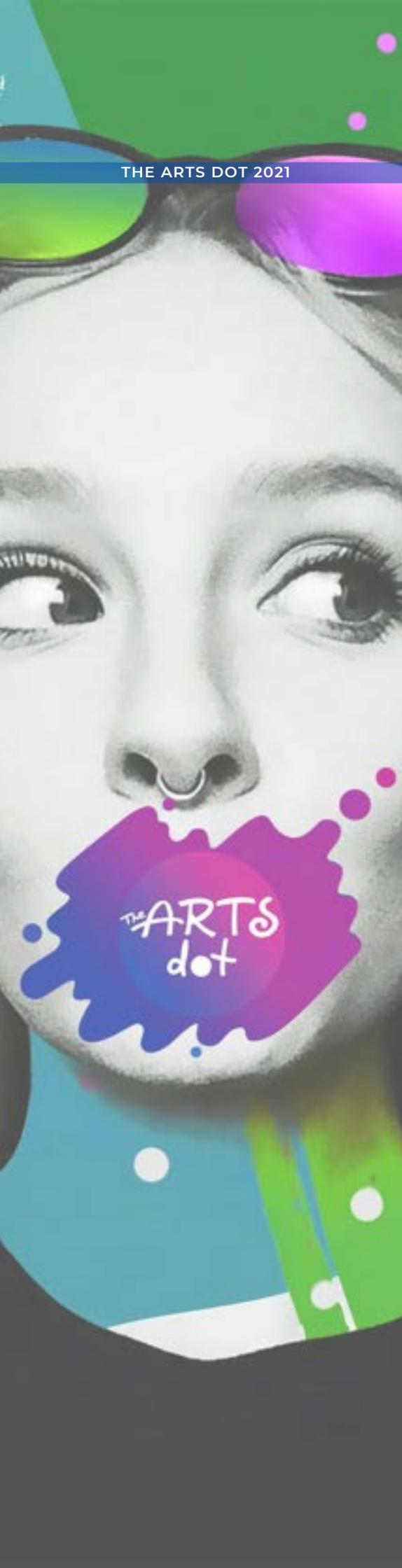
THE ARTS DOT 2021

KARLSKRONA BLEKINGE SWEDEN



ART EXHIBITIONS AND CREATIVE LAB FOR EXPLORING ARTISTIC INNOVATION

Report by
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Dr Magda Lawicka
Poland - October 2021



The Arts Dot 2021

*“Recovering with art,
nature and
virtual reality”*

The event was a five-day Pop-up with workshops and art exhibitions under the theme of “Recovering with art, nature and virtual reality”. During these days, the participants explored art, culture and technology.

The Arts Dot wanted to open up for a deeper understanding how digitalization impact artistic life and also create dialogue between artists and tech companies in an international environment.

Further the event wanted to better understand the creative process and decision-making explored by digital tools and services to bring art and technology closer together both on an individually level and as a group and community.

The international event is organized by the non-profit association Konst i Blickpunkt. All surplus from entry and participating fees funded the project-related expenses made this international artists meeting happen.

A POP-UP EVENT

The Arts Dot 2021 took place 25 - 29th August 2021 in Karlskrona, Sweden. The event was organized with workshops for artists and tech experts, looking for common areas of cooperation between art and technology. The format was a Pop-up event, chosen to create high impact in a short time period. Pop-up events are temporary, unexpected events in unique spaces. They pop up and after a few hours or days, they pop down. The element of surprise in unexpected locations distinguish a pop-up event.

THE PARTICIPANTS

Five experts represented the technology sector, usually CEOs of IT companies, mainly dealing with VR and AR technology, experienced with mobile and web application development. The group of artists was highly differentiated. 20 Artists represented different areas of art, displaying their artistic abilities in various ways, painting, graphic design, visual art development and photography, as well as novel-writing.

THIS YEAR THE ARTS DOT EVENT CONTAINED BOTH WORKSHOPS, EXHIBITIONS AND SOCIAL ACTIVITIES THAT TOOK PLACE

- Face-to-face
- Virtual
- Hybrid with Art and Technology

THE KEYS TO SUCCESS FOR THE ARTS DOT POP-UP EVENT WAS

- The right venues
- Smooth logistics
- Event technology
- Workshop facilitation
- Marketing in local press and socialmedia to create buzz

... the question:
“How can art be
elevated through
technology?”





THE WORKSHOP

The workshop were designed to support the cooperation of these two different sectors, art and technology. Participants were divided into four teams during the workshop.

4-5 artists worked with 1-2 tech experts for each team. At the beginning each team individually discussed their profiles, interests and other issues in the group of teammates. The event organizer provided each group with a list with supportive questions that helped the participants open up while working together.

Once every team member felt comfortable, the brainstorming started with the question: "How can art be elevated through technology?" Each team had about five hours for their teamwork. The next day they presented their results in front of the other event participants.

The teams varied in terms of gender, art, nationality and age. They worked offline, located in the commonplace but one team worked online from Sweden and Egypt. A lot of concepts were discussed when brainstorming on the theme.

After listening to everyone's ideas, the team started to identify skills within the team. A lot of notions were mentioned. The teammates shared their personal and professional experiences to build trust and respect among them.

WORKSHOP - TEAM STETTINER

The first group started working on the outcome earlier than other groups because they quickly created a supportive atmosphere for team working and by choosing the facilitator, the tech expert (Daniel) who gave the workflow structure. Daniel is an experienced entrepreneur who familiarized the teammates with business perspective but without imposing his point of view on the group.

The team set six ideas as possible outcomes of art-technology collaboration. Finally, the concept, AIDream visualizer was chosen and presented the day after. As a representative of the group, the expert presented the concept, which was framed in a business way. The result of their workshop was a mobile application.

The Stettiner team

Yseult Depelseneer - photographer - Belgium

Anna Enquist Müller - abstract resin artist - Sweden

Michalis Kitsis - painter - Greece/ Sweden

Daniel Czapiewski - CEO of STETTINER ID&STORY, Software house, IT consulting and Digital Marketing Agency - Poland

Angelika Iskra - STETTINER ID&STORY, Software house, IT consulting and Digital Marketing Agency - Poland

TEAM STETTINER, Tech expert Daniel Czapiewski, CEO of STETTINER ID&STORY:

In our five person team, we had as many as four nations Belgian, Swedish, Cypriot and Polish. The different cultural backgrounds did not constitute any obstacle, on the contrary, it became a great platform for the exchange of thoughts and concepts. Together, we have created a very intriguing concept, a mobile application for transforming dream memories into inspiring visualizations.

Perhaps the "AIDdream" mobile application will see the light of day in the near future. Even before the event, STETTINER created an application using AR, thanks to which all the artists participating in the event could enjoy the presentation of their artworks in the urban space. Some of the artists were simply delighted with the possibilities of the application, which stands at the intersection of art and the latest technologies.

The Arts Dot is not only creative workshops, but also an opportunity for promising business meetings, with the local culture animator - Marie or the head of the technology park in Karlskrona - Jörgen. The talks in which I participated can bring tangible benefits to the members of our local IT Cluster and of course to our Swedish partners.

We are glad that our technological approach to the issue of broadly understood art has been warmly received. I strongly believe that the time spent in Karlskrona will pay off with further international projects in which I will be happy to participate.

Free time, which we had little due to the tight agenda of the event (the Polish group left on Friday) , we spent surrounded by beautiful Scandinavian nature , we lived and worked at Skärva Manison. During the evening talks, we exchanged our insights on current and future art, ways of consuming art by new generations, as well as the challenges that artists will face in the coming decades.



The Arts Dot is not only creative workshops but also an opportunity for promising business meetings...

TEAM STETTINER, Artist Michalis Kitsis:

Artists usually work on their own. By having the possibility of working together across different sectors, the art and technology industry, artists had an extraordinary occasion to share their perspectives with other artists and also to open their minds to possibilities shown by tech experts.

If having funds for further cross-sectoral and cross border cooperation (joint project) we could develop solutions with a positive impact on our regions. Now, after the workshop, I am interested in digitalizing my art! I also started thinking in a more business way about my art and how to sell it, which is the added value of the workshop.



**Now, after the workshop, I
am interested in
digitalizing my art!**

WORKSHOP - TEAM 5DVR STUDIO

The group varied in terms of gender, art, nationality and age. The team worked remotely online. Tech expert and two artists from Egypt worked together at a commonplace and one artist from Sweden connected via ZOOM. The common platform for online cooperation was ZOOM.

The participants started with introducing themselves and after they identify their skills, they discussed the ideas and answers for the question: How art can be elevated through technology?



The 5dVR Studio team

Svetlana Leuchuk - visual artist - Sweden

Ann Youssef - painter - Egypt

Micaela Butros - painter - Egypt

Maged Farrag - CEO at 5dVR Studio, a digital studio based in Cairo, pioneering the creation of absorbing VR/AR experiences - Egypt



WORKSHOP - TEAM 5DVR STUDIO

All artists dealt with the theme of a woman, so the theme was broadly discussed in the context of digitalization.

All teammates agreed that technology can be a tool for art.

After common discussion online, the team started to work remotely. The Egypt group together and one Swedish artist separately meanwhile they talked online. At the end of the day they met together online and showed their results.

This group as the only one, developed not only the concept for cross-sectoral cooperation between art and technology but also created the output: animated graphics presenting three paintings with the motive of a woman and an overlay filter for Instagram with the motive taken from one of the paintings, as a piece of art made by one of the teammates.

**All teammates agreed
that technology can be
a tool for art...**



TEAM 5dVR Studio, Artist Svetlana Leuchuk:

I work mainly with both digital and analogue art, combining those two processes. Still, my work never have overlaid with a layer of digital content using augmented reality platforms to create a new product. During the workshop we had a great group dynamic, set up outcome, we communicated in Zoom, shared images and videos, and some work details via Whats App.

After only 24 hours, we could show the audience how the picture of an analogue 2d artwork can come to life. The motive jumped out of the picture, accompanied by music, a motive from one artwork moved to another artist's work. I could also go into the painting and live its motive. One of the outcomes was a filter created from my artwork acrylic painting that I could use via my Instagram account filter. It was a test version, a prototype that is not approved by Instagram yet.

As an artist, I would like to continue collaboration with digital studios and exploit the possibility of combining the digital special created filter or another digital content with my artwork to create a new unique product that will interest the audience and customers.

LINKS:

[5dVR Studio team work outcome video I](#)

[5dVR Studio team work outcome video II](#)



**As an artist,
I would like to continue
collaboration with digital studios...**

WORKSHOP - TEAM Hi-Story

As part of the workshop, an application based on the treasure hunt format was developed. The idea of the application was to create a virtual map and to hide small objects in real places.

The intended audience was children with their parents, who when having found all the objects, would be invited to participate in the workshop.

During the workshop they would create their own small works of art, acquiring knowledge about specific artistic techniques. The application could be implemented at various art exhibitions and museums.

 **mediadizajn**

Hanna Wysocka -
artist, designer



The Hi-Story team

Hanna Wysocka - artist, designer - Poland

Jenny Svensson - visual artist - Sweden

Grzegorz Piaseczny - designer - Poland

Magnus Carlsson - CEO Hi-Story AB - Sweden



TEAM Hi-Story, Magnus Carlsson, CEO Hi-Story AB:

The Arts Dots event was an eye opener. The event consisted of open discussions and hard work between participants from the two industries, art and technology. The openness was made possible by the facilitators and the mindset from the participants.

Hi-Story's true belief is that great and feasible ideas is achieved by combining persons from different industries. The Arts Dot project didn't settle but also combined both artists and tech companies from different countries.

Hi-Story participated with both our experience from technology and audio guide productions and with our product. We used our product to present the artwork at the two exhibitions. Together with three artists from Sweden and Poland we came with a great idea that we really would like to continue to work with.

We left the event with several new potential business contacts and are eager to start a new project to continue our discussions and create prototypes to test our ideas!



WORKSHOP - TEAM BEPART

The group discussed concept of time passing and the consequences of our decisions. They used art as a tool to show how the world around us will look like when we will take some steps in different directions.

We could observe here some elements of Speculative design. This is design method addressing big societal problems and looking towards the future and creating products and services for those scenarios.



The Bepart team

Joris Jaccarino - CEO Bepart - Italy

Elena Ferrara - communication manager - Italy

Karin Svenson - painter - Sweden

Francesca Guitto - visual artist - Italy

Hubert Czerepok - visual artist - Poland

Kamil Kuskowski - visual artist - Poland



CONCLUSION

Under this two-day event new opportunities for cross-border cooperation appeared. The workshop allowed connecting artists with technology.

To sum up, The Arts Dot 2021 gave a great opportunity for our regions to work cross-border and develop an international network. For entrepreneurs, it's essential to look for new possibilities for the development of their IT companies. Working cross-sectoral within international teams give them a chance to get to know artists and their perception of the world.

Through leveraging experience and resources, such cross-sectoral workshops may lead to further partnership and result in generating business value and a positive impact on society.

During the workshop, together the teams developed new ideas such as a mobile application for artists which let them visualize their dreams, a tool maybe helpful also for other people looking for inspiration.

Cross-border collaboration is essential to achieve shared goals and allow European regions to work together addressing regional and sectoral challenges effectively. Initiatives such as The Arts Dot 2021, international cross-sectoral workshops, give a platform to discuss across countries and establish cooperation links between regional and national business and culture sectors.



FINDINGS

Value co-creation for other sectors

The potential of cross-sector partnerships to contribute to longterm competitive advantage (Klein, 2020). The approaches, competencies, and skills of Creative and Culture Industries (CCI´s) will be fundamental to the development of new value paradigms in other industries. This impact is already widely observed in significant changes in the way companies communicate. Aesthetics, online presence, story- telling campaigns are the primary applications of the added value brought by the creative world.

In the future, however, collaboration will be essential on many other fronts inherent major transformation processes:
 in marketsservices, digitization, circular economy -; in organizational models: efficiency, agile working, smart working, R&D; in relationships with stakeholders and especially customers: co-creation, personalization, and pre- and postsale value relationships.

Human-centered digital innovation

Digital transformation is much more than just digitization, it is the process of accepting the customer as a valuable co-creator of the businessprocess, through participatory design (called co-design).





FINDINGS

Companies will need to include all stakeholders in the idea generation phase, in order to understand and define the criteria that will influence the overall future development of a project.

Human values, habits, interactions and potentially human solutions to problems can be at the heart of the development of digitization tools. CCI professionals will play a central role in this process if their cultural and creative skills in this area are developed and recognized.

New business models

The cultural and creative sectors operate within ecosystems of interconnected companies and organizations, including from neighboring sectors. Cultural and creative ecosystems are a breeding ground for innovation, in particular within the increasingly recognised concept of innovation, which goes beyond purely technical innovation, from STEM (science, technology, engineering and mathematics) to STEAM (science, technology, engineering, arts and mathematics) and includes aspects of social and societal innovation. This approach is reflected in new programs such as Horizon Europe and the KICs (Knowledge and Innovation Communities) for culture and creative industries, in which the cultural and creative sectors play a key role.

FINDINGS

Sustainability

The creative economy is not only one of the fastest growing sectors in the global economy, but also a highly transformative sector in terms of revenue generation, job creation and export earnings.

In addition to economic benefits, the cultural and creative industries also generate merit for people-centered value, sustainable urban development, creative and cultural development, and contribute to the 2030 Agenda.

At the same time, creativity and culture have significant non-monetary value that contributes to inclusive social development, dialogue and understanding between peoples. Culture is both a driver and an enabler of sustainable human development. It empowers people to take responsibility for their own development and stimulates innovation and creativity that can drive inclusive and sustainable growth.

Some of our main conclusions and recommendations are:

- Make promotion of CCI a priority in the business support infrastructure
- Show-case the capacity of the CCI sector and point out the contribution that CCI can make in the triple transition to digitalisation, sustainability and resilience, to new business and organisational models.





FINDINGS

The benefits of cross-sectoral collaboration are recognized among academic community and business support structures. However, cross-sectoral collaboration often refers to digitalisation plus another sector, for instance digitalisation and agriculture or digitalisation and tourism industry. The concept is less known for CCI and other sectors, especially when the ambition of collaboration exceeds product design or communication, but goes to all stages of products or service development or changes in business processes or the business model.

Design has today become one of the key features of new products and services. The pressure to constantly innovate increases for all industry sectors.

There is a well-developed business support infrastructure at national, regional and local level targeted often only on “traditional” industries. CCI is not in their focus, and they do not have offers that is tailored to the needs of CCI, and adapted to CCI’s mindset and language.

The traditional business support ecosystem needs to open up for CCI, promote and support the sector and become a facilitator of cross-sectoral collaboration with CCI. They need to develop support offers directed towards CCI and cross-sectoral collaboration, including the facilitation of cross-sectoral collaboration and mentoring of cross-sectoral collaboration in open innovation models.

PARTNERS AND SPONSORS



THE ARTS DOT 2021 - ENTHUSIASM, CREATIVITY AND JOY



IMPLEMENTERS OF THE ARTS DOT 2021

Project Manager - Marie Björck

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Facilitator/Learning designer - Kevin Sanikidze

Film/Photographer - Ted Karlberg

Gallery owner - Ulf Nejbo

CONTACT

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