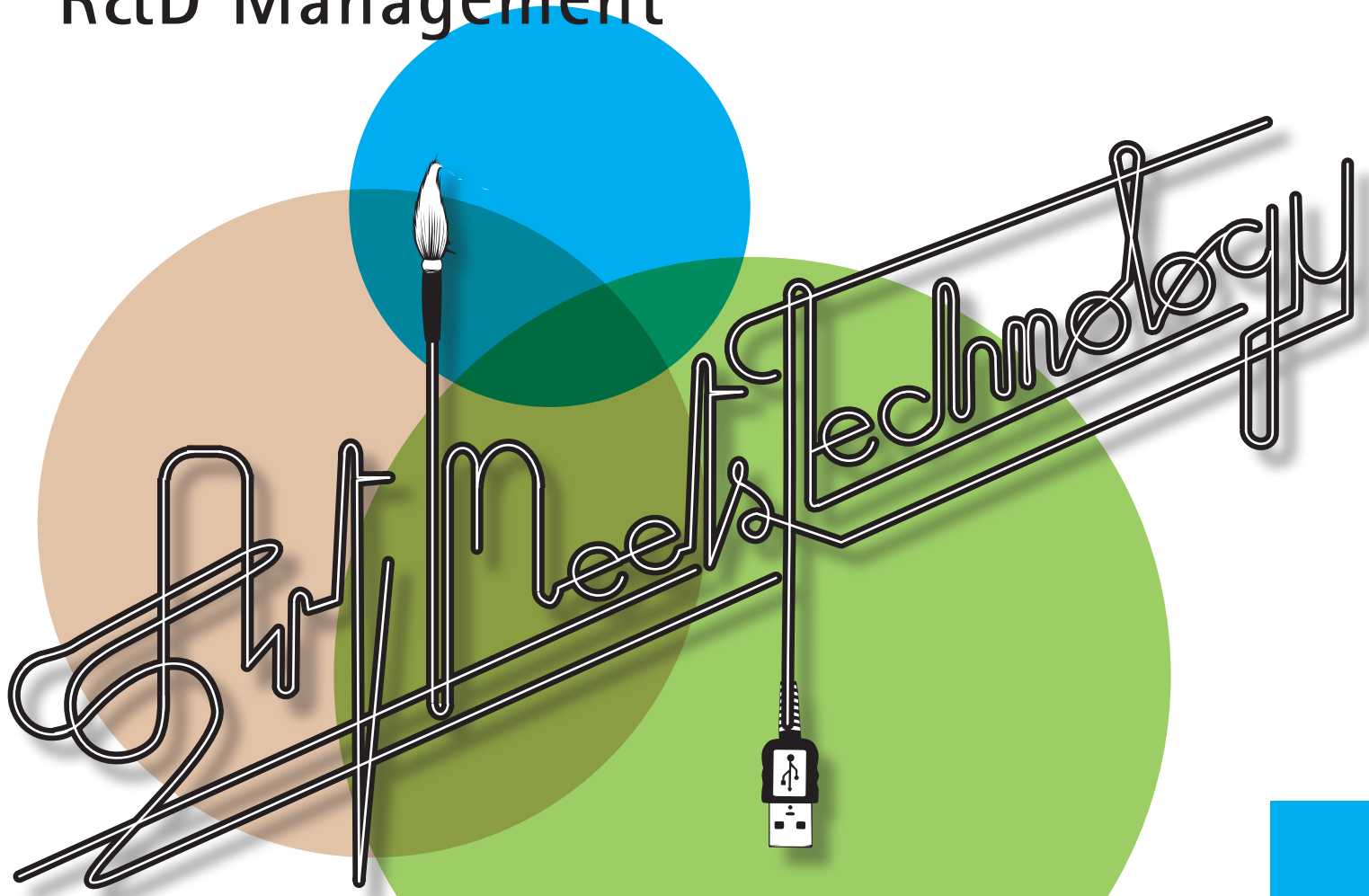




Feldafing inspiriert

Advanced Workshop of R&D Management



ART MEETS TECHNOLOGY

October 14th -16th, 2009

D-82340 Feldafing / Starnberger See
South of Munich, Bavaria, Germany

courage  partners

R&D
MANAGEMENT

MANCHESTER
1824 The University of Manchester
Manchester Business School

DATE & LOCATION: October 14th -16th, 2009
D-82340 Feldafing / Starnberger See
South of Munich, Bavaria, Germany

PARTICIPANTS: Personal invitations to 40 internationally renowned participants from academia, industry and art.

GOAL: Discuss, visualize, disentangle & advance the understanding of linkages between Research, Innovation, Technology & Art.
Set a future agenda for collaboration between the RITA disciplines.

THE EVENT: Understanding RITA and discovering new sources of corporate creativity between Art & Technology should be a flexible and fun event.
Participants can shape the program.
The fusion of Art & Technology will be illustrated and illuminated in presentations and exhibitions.
Discussion will be interdisciplinary and outside or beyond existing academic frameworks.
A 'jam session' of contributions around a given problem will exemplify a new conceptual framework of creative problem solving at the rim of Art & Technology.

EXPECTED EFFECT:

- Identification of new areas of academic research
- Prioritisation of RITA research and applications
- Promotion of collaboration between Art & Industry
- Kick-start to the RITA initiative

ART-SUPPORTED EVENT: The event will be complemented by a jazz concert, a social day of sightseeing including a trip to the Brandhorst Museum in Munich.
The beautiful village and rural lakeside environment will be even further enhanced by good Bavarian food and beverage. Unfortunately we cannot promise that Manchester United will be playing Munich.

OPEN COLLABORATION: Applications to participate and suggestions to include topics and presentations into the agenda are welcomed from any discipline or background.
An online network will be established to assist the preparation, discussions and follow-up of the event.

CONTACTS: If you would like to participate, or to influence the design and development of this event, please contact:

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ADDITIONAL INFORMATION

RECENT TRENDS THAT TRIGGERED RITA

Advanced economies need a boost from transformative innovation;

- e.g. services and intangibles are of increasing importance in innovation – corporate creativity beyond mere technology creation is needed
- e.g. ethnography and user-centric design and innovation expose latent needs and create new kinds of innovation opportunities

Environmental concerns and sustainable development principles encourage a more creative approach corporate knowledge, work environments and lifestyle design

- creative workspaces are being used to promote better decision making and communications
- cross fertilization of ideas is being promoted via sandpits, ideas factories, social networks and other mechanisms, such as podcasting;

Increasing complexity requires a sophisticated approach to the interpretation of information (e.g. via visualization techniques, simulation and virtual reality) and developing real-life applications from creative ideas.

- design thinking and design schools are being promoted as an alternative to traditional business school education;
- art and imagination can inspire new directions in scientific research as well as in innovation;
- nature is recognized as a powerful source of inspiration and analogy in engineering, problem solving and science (e.g. in biomimicry & bionics)

TESTIMONIALS:

"As new centers of innovation arise in China and India, seeking and tapping new sources of creativity become important challenges for European multinational companies. Understanding how the creative arts influence and resonate with corporate innovation and R&D is a must for every corporate leader."

- Prof. Max von Zedwitz, Professor of Strategy & Innovation, Peking University.
- Prof. Sigvald Harryson, Visiting Assoc. Professor, Innovation & Organizational Economics, Copenhagen Business School
- Dr. Andrea Mina, Senior Research Fellow, Centre of Business Research, University of Cambridge

THE RITA INITIATIVE:

RESEARCH INNOVATION TECHNOLOGY ART

RITA is an initiative to explore, reveal and understand more clearly the relationships between Research, Innovation, Technology and Art. It assembles information, generates new insights & develops a broader interest in the interconnection between the four disciplines to:

- inspire new directions in science
- address major challenges in the economy and society
- demonstrate new potential & opportunities for collaboration between the artistic world & industry.

The initiative develops a greater understanding and appreciation of the role and importance of intuition and imagination within and alongside rational (scientific) explanations and industry routines: Design, foresight, visualization, simulation, mapping and communications techniques play a part in this. Further, RITA sets the agenda for future academic publications in the appropriate academic journals, including the R&D Management Journal.