



Creativity & Art

G2 "Creativity" Unit

NEM GA London

26 February 2015

Albert GAUTHIER

Art as expression of Creativity



Creativity

Creativity is the process of having original ideas that have value

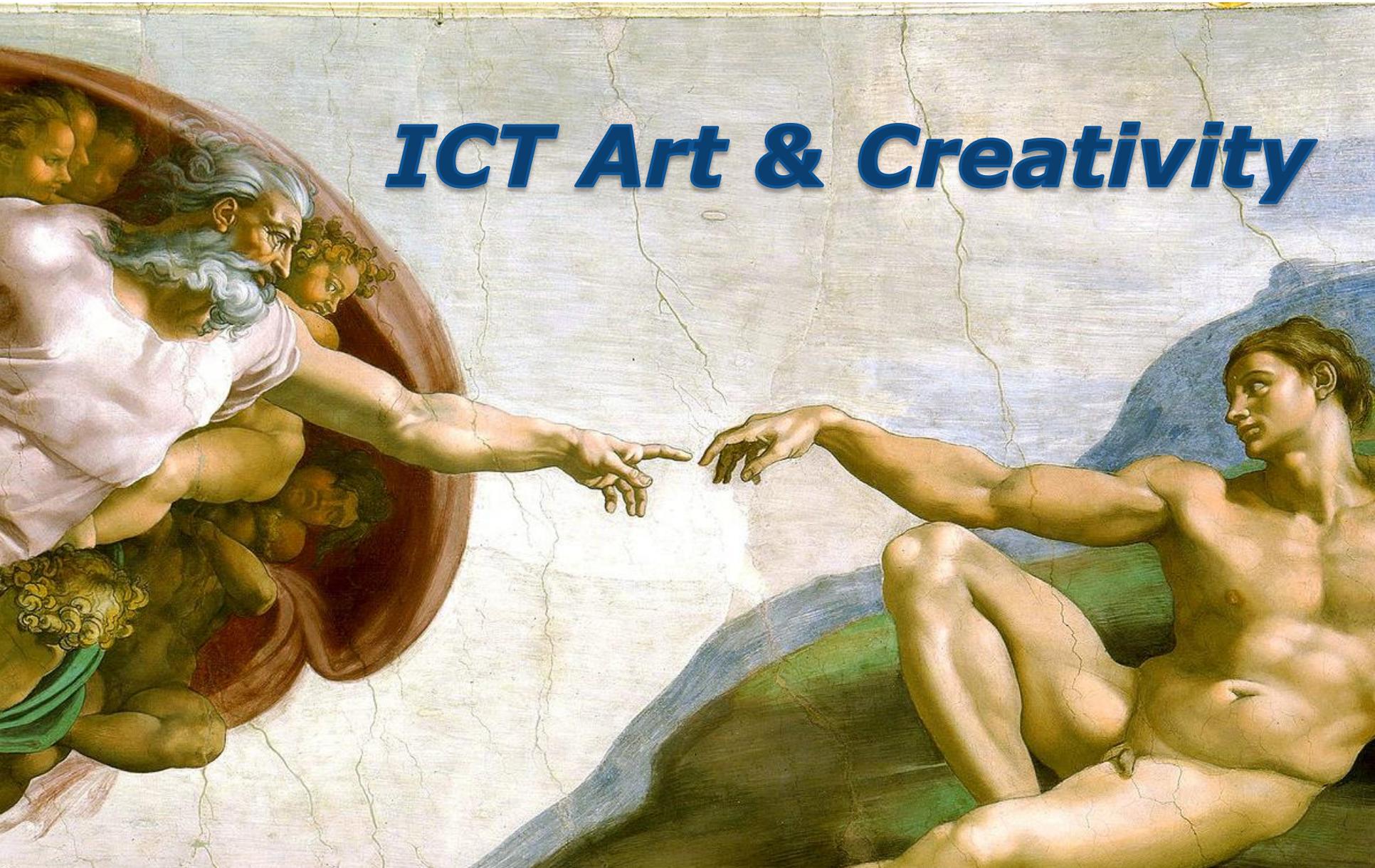
Sir Ken Robinson

Sir Ken Robinson, PhD is an internationally recognized leader in the development of creativity, innovation and human resources in education and in business. He is also one of the world's leading speakers on these topics, with a profound impact on audiences everywhere.

<http://steamconnect.org/sir-ken-robinson-can-creativity-be-taught/>



ICT Art & Creativity





ICT for Creativity

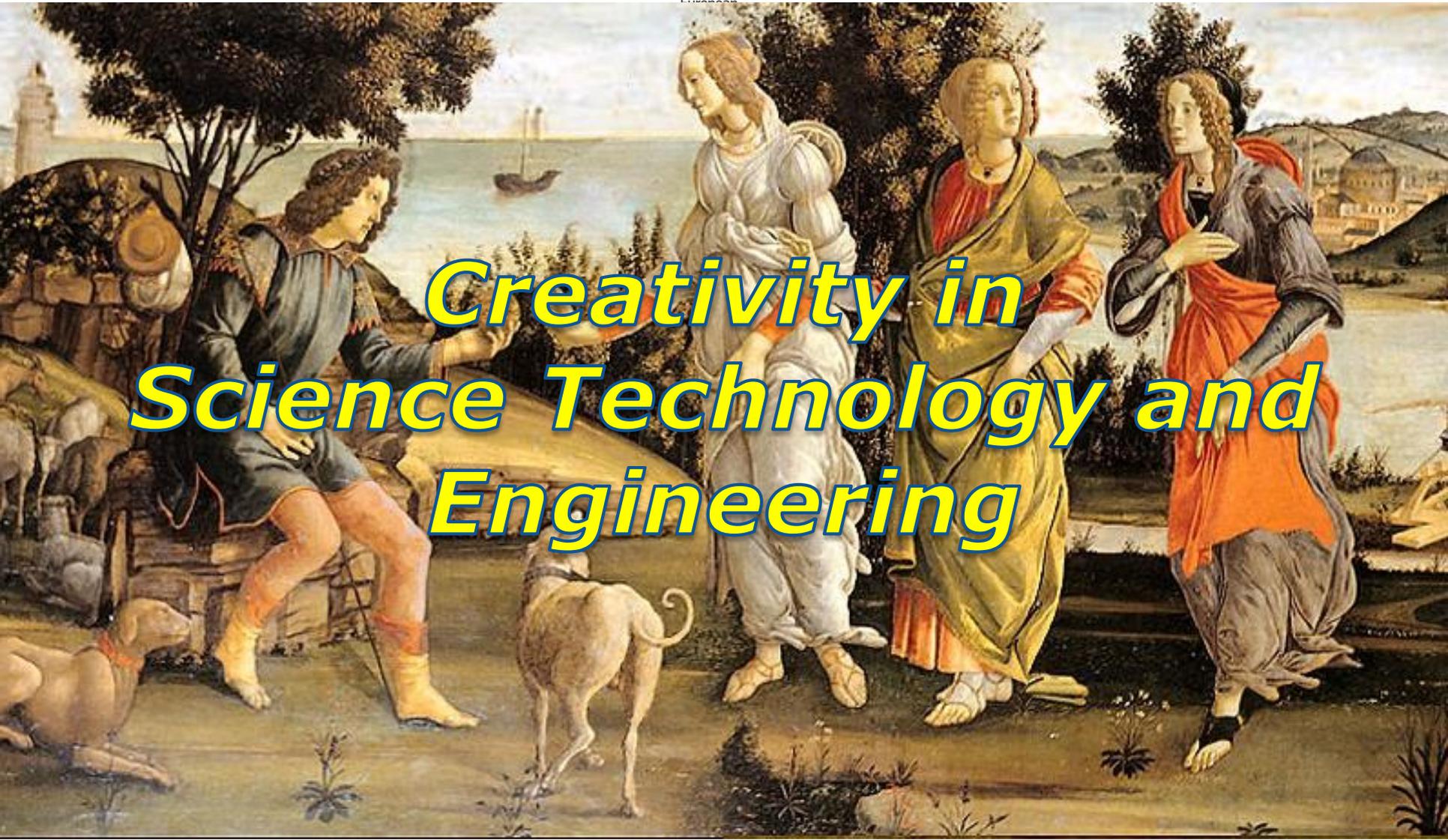
If Creativity is a skill, can anyone learn it?
(Technology Enhanced Learning and Gaming)

Can we construct a computer capable of human-level creativity?
(Future Emerging Technologies)

Can we develop programs/tools to enhance human creativity?
(Creativity in R&I programme)



Creativity in Science Technology and Engineering





European
Commission

Engineering = Sir James Dyson

Technology = Sir Jonathan Ive

Science = Sir Andre Geim



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Commission

Creativity in Engineering

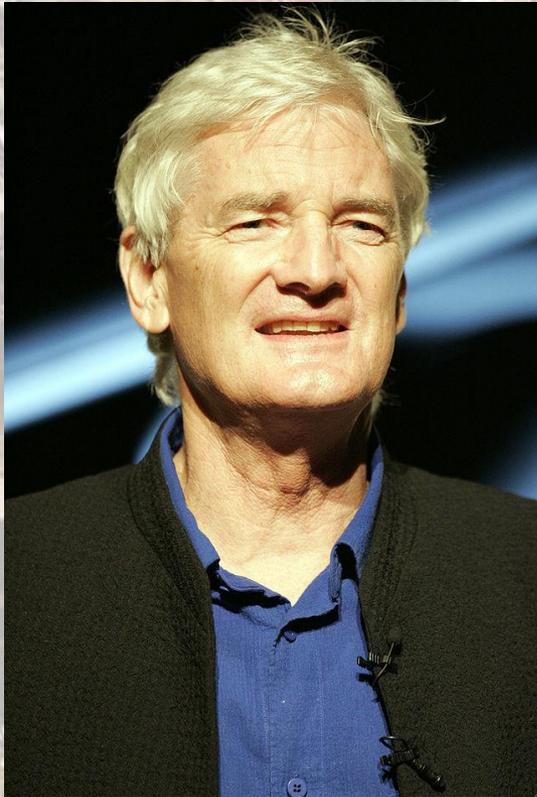


The Ballbarrow
winner of
the Building Design Innovation Award in 1977



European
Commission

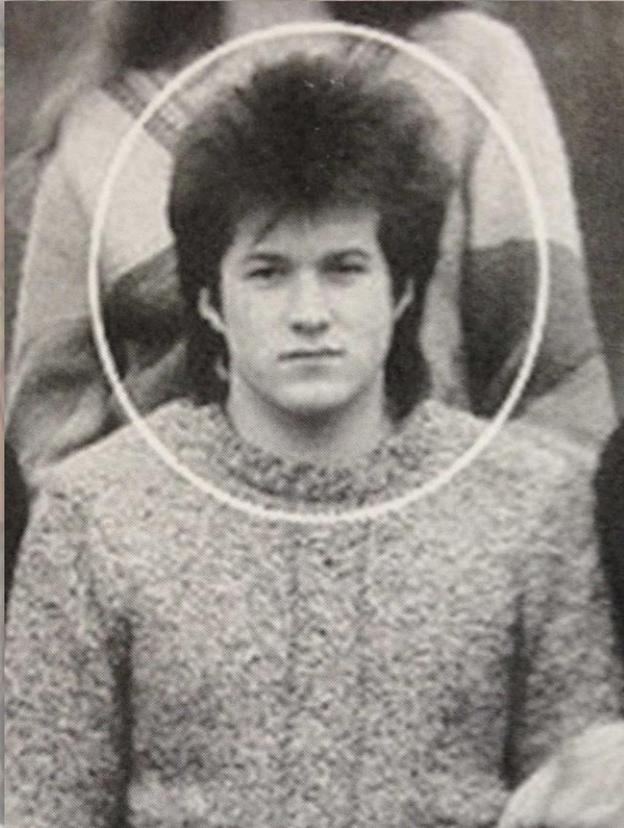
Sir James Dyson





European
Commission

Creativity and Technology



Sir Jonathan Ive



iPad mini



iPad with Retina display



iPhone 5



iPhone 4S



iPod touch

4th Generation



iPod touch



iPod nano



iPod shuffle



iPod classic



MacBook Air



MacBook Pro



Mac mini

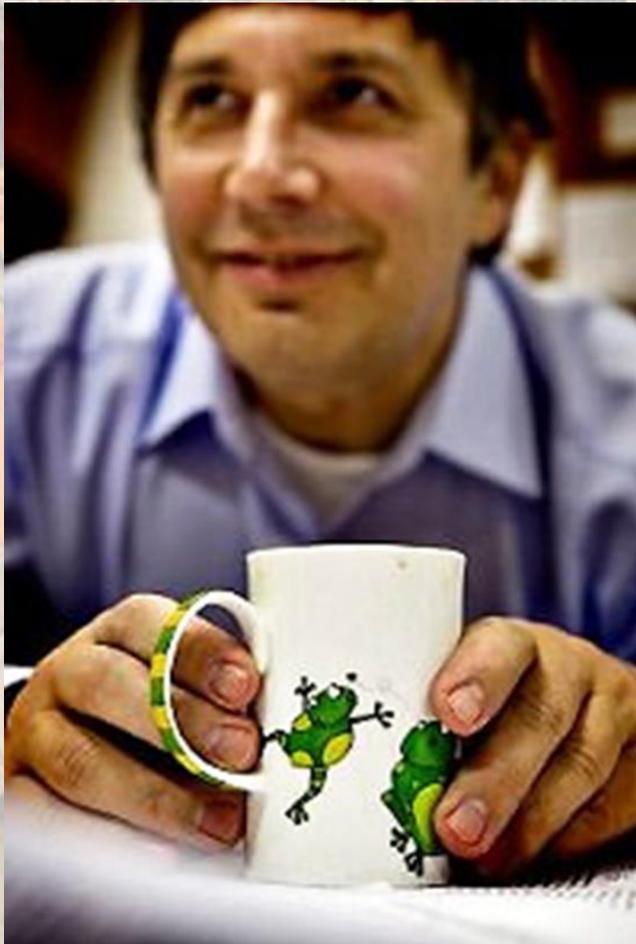


iMac



Mac Pro

Creativity and Science

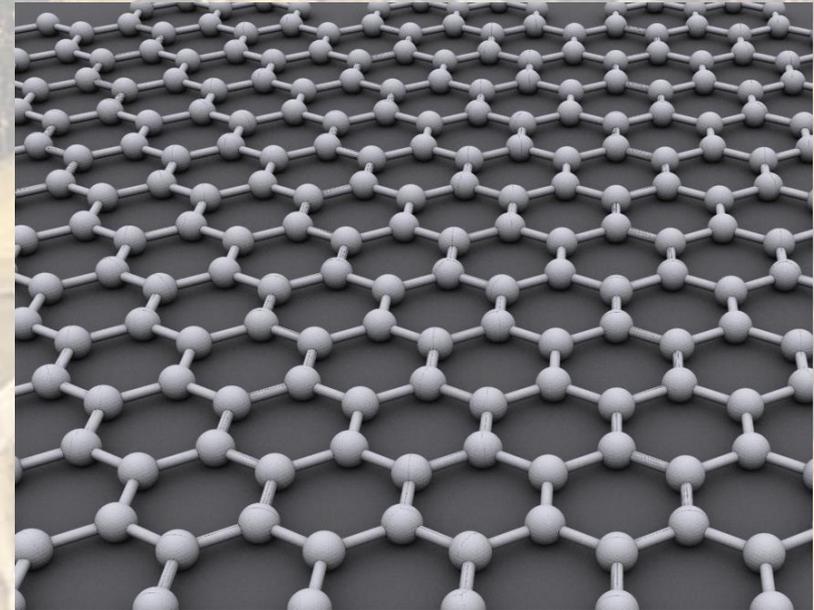


His research activities include:

- Experiments on magnetically levitating a live frog
- Developing a Gecko tape to give humans the ability to cling to walls (as Spiderman)

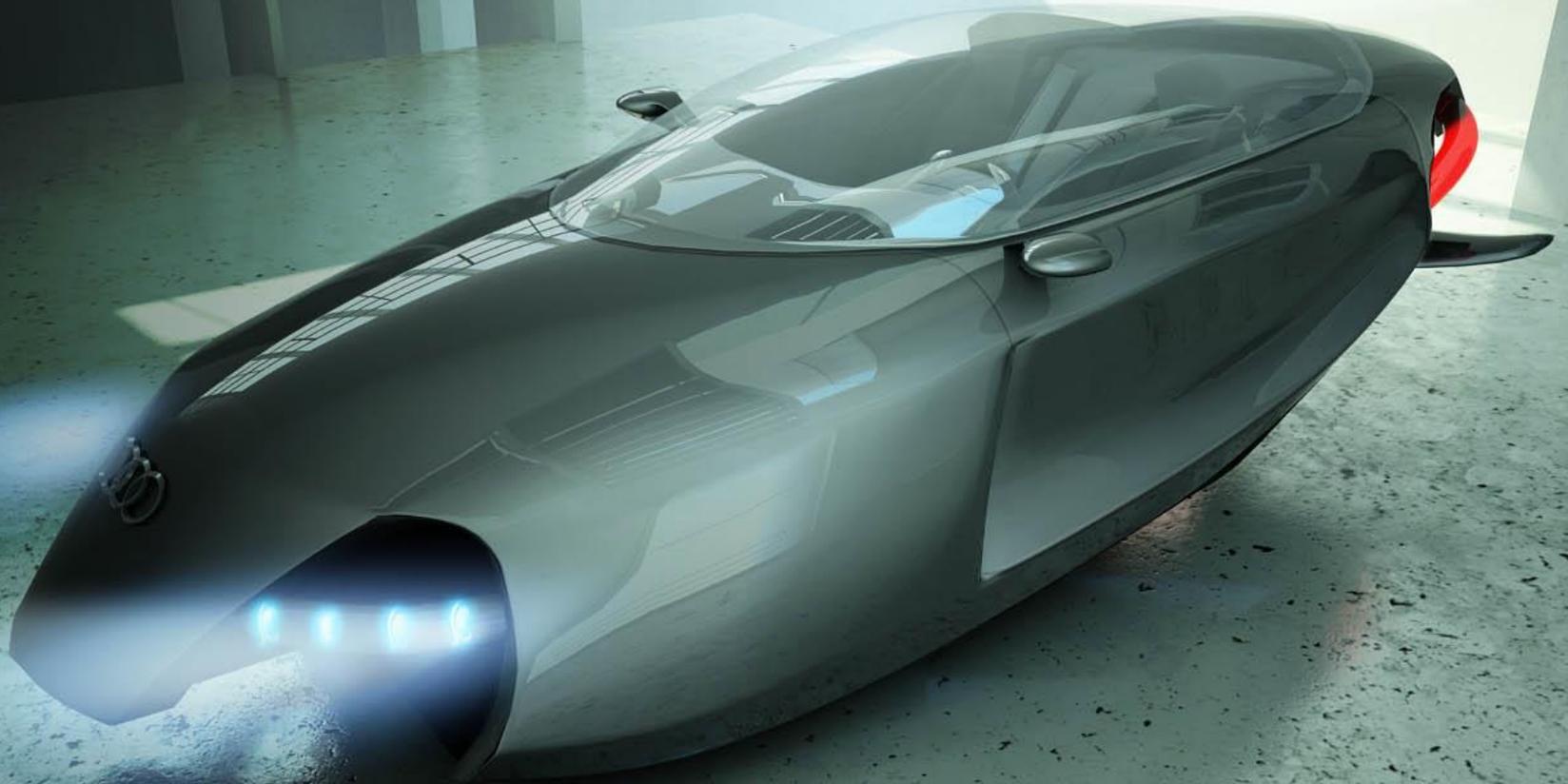
Sir Andre Geim

Nobel Prize in Physics "for ground-breaking experiments regarding the two-dimensional material graphene"





www.kazimdoku.com



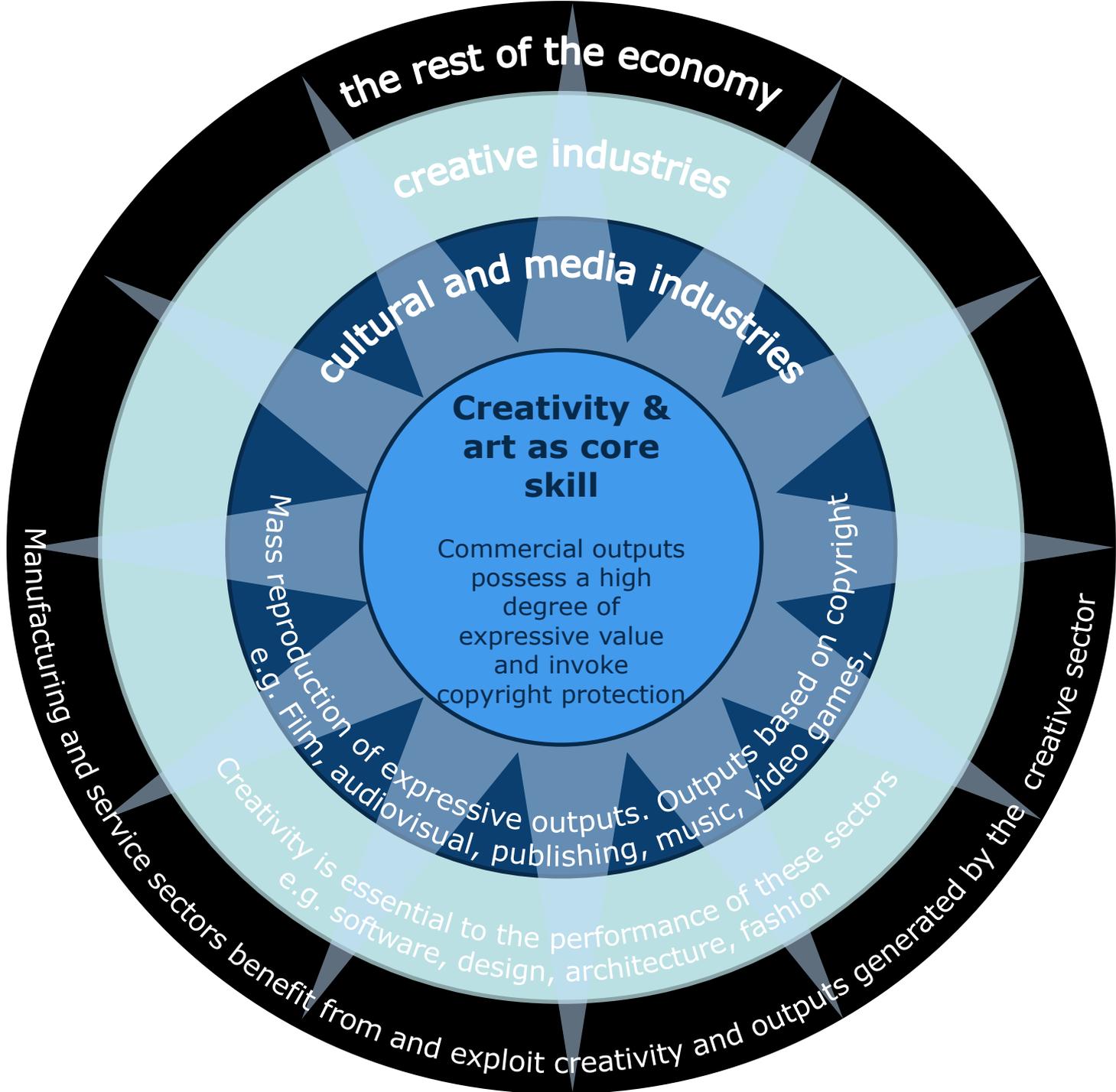


European
Commission



+9%

+13%





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Commission

**Design
and
designer
fashion**

**Video
Games**

**Advertising
and
marketing**

**Music,
performing
and visual
arts**

Architecture

Publishing

**Film, TV,
video,
radio and
photography**

**Arts and
Crafts**



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**€860
billion
total
value
added**

**8.3
million
jobs in
EU**

**3.8% of
total
European
workforc
e**

**9%
growth
rate from
2007-
2011**

**6.8%
share of
GDP**

**85%
micro
firms with
fewer than
10
employees**

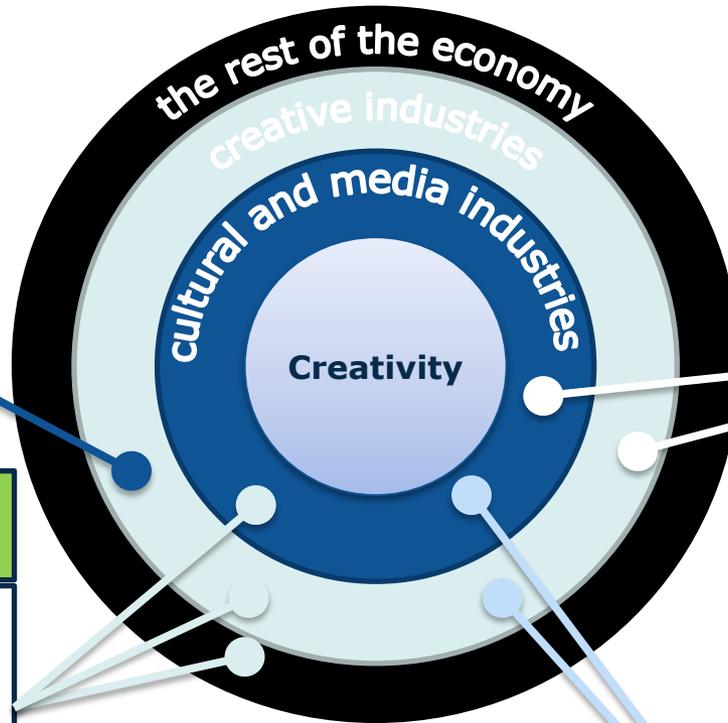
**392,000
companie
s in
UK, DE
and FR**

**8% of
total UK
exports
in 2011**



European
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Areas of action



G1 Converging Media and content

- Content distribution
- Convergence
- Copyright management
- AVMSD

G2 Creativity

- Creative experience tools
- Enhancing human creativity
- Computers as co-creators
- Support knowledge transfer from ICT to CCI SMES

G4 Inclusion, Skills and Youth

- Creativity as 21 century skill
- Technologies to support the development of creativity as a skill

G6 Creative Europe programme - MEDIA

- Media programme
- Guarantee Facility Fund



H2020
What's next?

Technologies for creative industries, social media and convergence

Rationale

- As the consumption of content happens nowadays anywhere, anytime and on any device, the European industries need exploring new ways of creating and accessing content to remain competitive.

Objective

- Foster new or emerging technologies for digital content creation and to unlock complex information and media and interacting with them.

Call Deadline: 14 April 2015

Actions:

ICT19.a Research & Innovation actions: 18 EUR million
Technologies and tools to support creative industries in the creative process from idea conception to production.

ICT19.b Innovation actions: 21 EUR million
Facilitate convergence and integration between broadcasting

ICT 19.c Coordination and Support Actions 2 EUR million
on Convergence and Social Media



Technologies for creative industries

ICT 19 – 2015 – Call 2 a) R&I actions

a) Research and Innovation Actions

Small project proposals are expected (2-4 M€ funding)

Research in new technologies and tools to support creative industries in the creative process from idea conception to production.

The tools should explore the potential of technology to enhance the human creative process from the expression of ideas to experiment solutions.

Technologies for creative industries

ICT 19 – 2015 – Call 2 a) R&I actions

a) Research and Innovation Actions

Target:

- Enhance the human creative process from the expression of ideas to experiment solutions.

Focus on:

- improve the understanding and support
... the dynamics of collaboration and user-community interaction.

Technologies for creative industries

ICT 19 – 2015 – Call 2 a) R&I actions

a) Research and Innovation Actions

Requirements:

- cost effective
- Intuitive
- demonstrated in real-life environments relevant for the creative industries
(such as advertising, architecture, arts, design, fashion, films, music, publishing, video games, TV and radio)

Thank you!

Call Deadline: 14 April 2015

How to keep in touch:

ICT 19 a)

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CNECT-

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