

S+T+ARTS = STARTS

A new perspective on Innovation at the nexus of

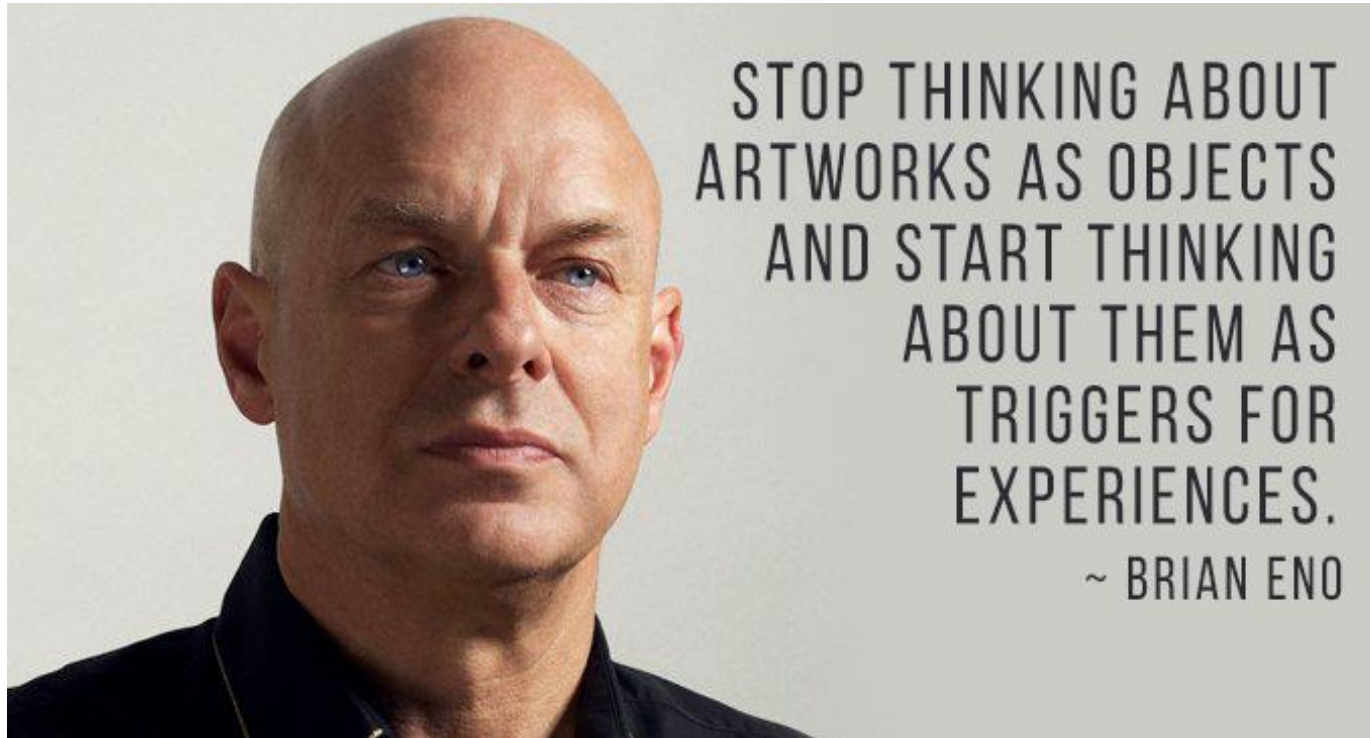
Science **T**echnology **ARTS**

S+T+ARTS

STARTS.EU

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S+T+ARTS: feedback loop between science thinking, technology thinking and art thinking.

The critical point is that artists and engineers are willing to leave their comfort zones and their certainties about their respective roles.

S+T+ARTS - Art as catalyst for creativity in society and all of industry

"Time for what distinguishes human beings. Time for what computers can't do: empathy and creativity."

Ursula von der Leyen , President of the European Commission

Art to enhance the human touch of technology

'Artists add a necessary human dimension to technology that many engineers underestimate.' (Roberto Viola, Director General of DG CONNECT)

Art to think out of the box: art-driven experimentation and design.

'Where no engineer has dared to go'. Explore unexpected uses of technology.

Art to reflect on technology, its impact and novel uses

Conceive challenging use scenarios with focus on social/ecological issues.

Art to facilitate the twin transition in spirit of New European Bauhaus

Art as a way to change our behaviour towards sustainable behaviour

Example: AI and Music STARTS Festival @ Ars Electronica (2019,2020) and @ SONAR (2021)



Music as a 'laboratory' to explore relation of AI with humans.

AI as a tool for music education ---- Music as a tool to better understand AI

S+T+ARTS — The activities

STARTS PILLARS



Address economic/social/ ecological challenges jointly with artists.



Encourage and facilitate stays of artists in technology institutions



Annual prize honouring successful collaborations between art and tech



Artists and digital experts teach digital skills e.g. to young adults

Emerging activities

Art in Digital Innovation Hubs: Artists as missing links between digital and local economy.

STARTS Regional centres: facilitate emergence of Regional STARTS centres.

STARTS diplomacy: art as a soft European approach to technology and international trade.

AI and Music STARTS Festival: music as a case study for human-machine relation.

Link to New European Bauhaus:

Sustainable

Inclusive

Artistic

Light house pilots MINDSPACES and REFREAM Towards the Bauhaus in the 21st century

MindSpaces: artists, architects, neuroscientists and mobility and smart city experts imagine jointly a future cityscape and allow citizens to experience these in VR/AR installations. Virtual experience of the ambience of FUTURE CITIES!

How can art and neuroscience help towards a more sustainable form of urbanism?



The 'ambience' is the coherent collection of signs that trigger the enacting of a class of behaviors.
(Jean Baudrillard, *Le système des objets*)

REFREAM will engage industry, end-users and artists in a broad artistic exploration of technologies for recyclable fashion.



Iris van Herpen:
2016
STARTS prize
winner

Bauhaus explored how public space was changed by the industrial revolution and how this influenced our daily lives. STARTS investigates in the spirit of the New European Bauhaus how the digital has changed public space.

Art and digital trigger change of individual and social behaviour.

Rock Print (ETH Zurich and MIT, Gramazio Koehler)

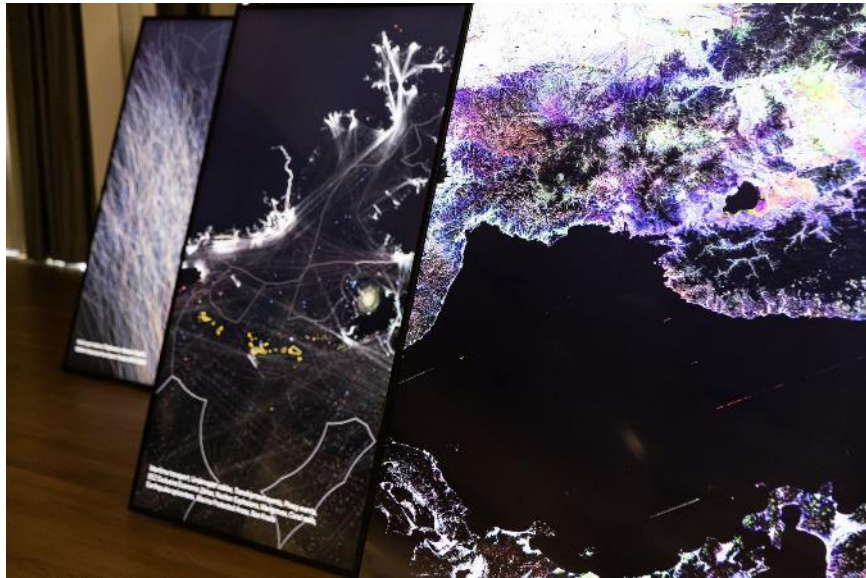
To boldly go where no engineer has dared to go



Shaping low-grade granular material ('gravel')
with robotic machines as architectural structures

[Video Construction](#) and Deconstruction

Oceans in Transformation



STARTS PRIZE 2021:

Oceans in Transformation investigates the impact of human activity on the world ocean.

The art group '*Territorial Agency*' uses extensively geospatial and remote sensing data to produce visuals to guide public discussions.

Oceans in Transformation is a project that addresses the challenges linked to multi-scalar data, multi-temporal data, and dynamic environmental data, in direct connection with contemporary arts, architecture, and environmental settings.

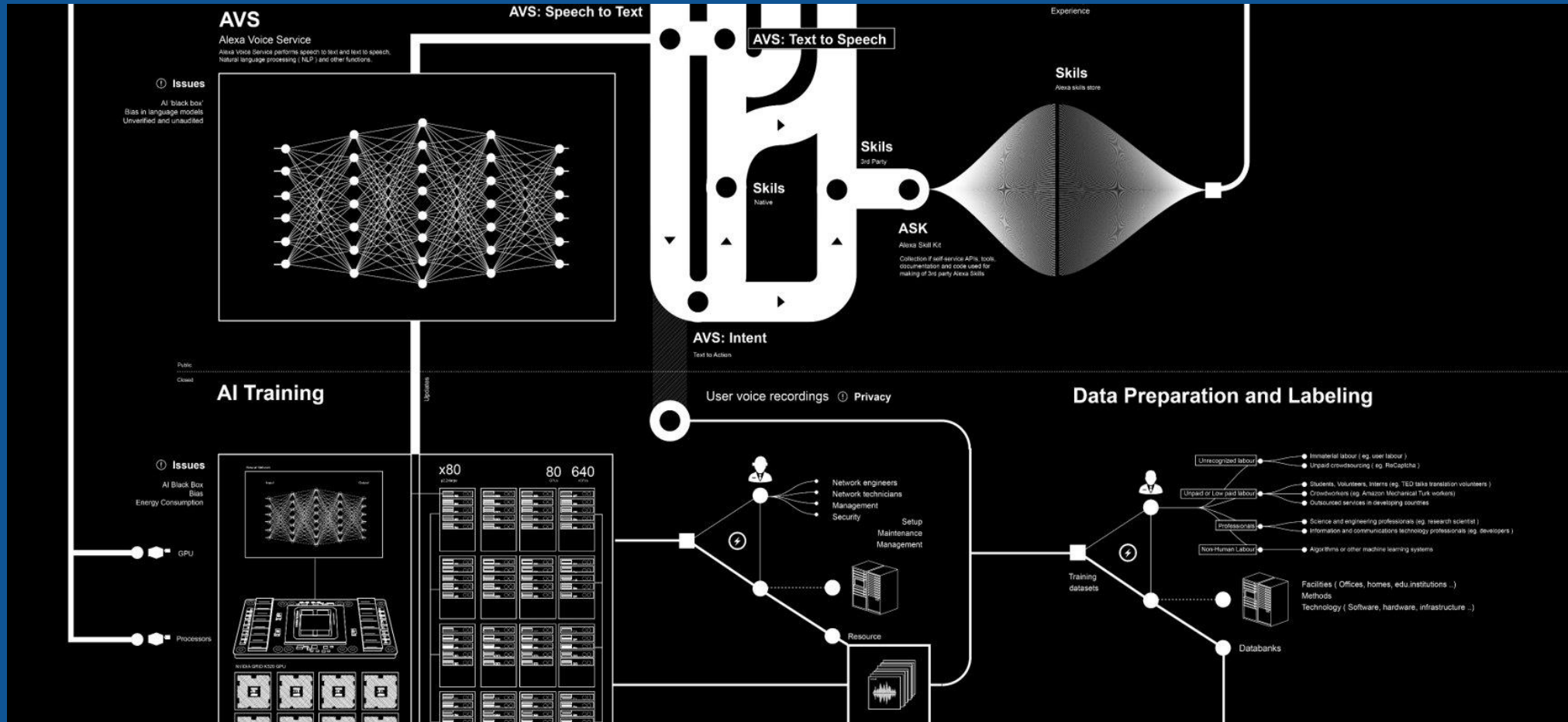
The ocean is a sensorium, an aesthetic device: Oceans in Transformation is an aesthetic and conceptual setting, where different ways of being sensitive to the complex events of climate change are brought into close proximity.



Galapagos archipelago with high resolution bathymetry fishing and shipping data marine protected area EEZ ©Territorial Agency

Understanding the ecosystems of production for smart agents

The production cycle of AI systems like Amazon Alexa
From the Amazon Forest (rare earth materials) to the data centres (data tsunamis)



Control the curiosity (data) of your smart assistant (Alexa)



Alias is a teachable “parasite” to give control over smart assistants. The app of *Alias* can take control over your home assistant by activating it for you. When you don’t use it, *Alias* will make sure the assistant is unable to listen.

“This fungus-looking “parasitic” device offers a poetic DIY intervention that allows anyone to appropriate any voice-activated appliances, thus making smart assistants less invasive”.

"I'm Humanity" (E. Yakushimaru)



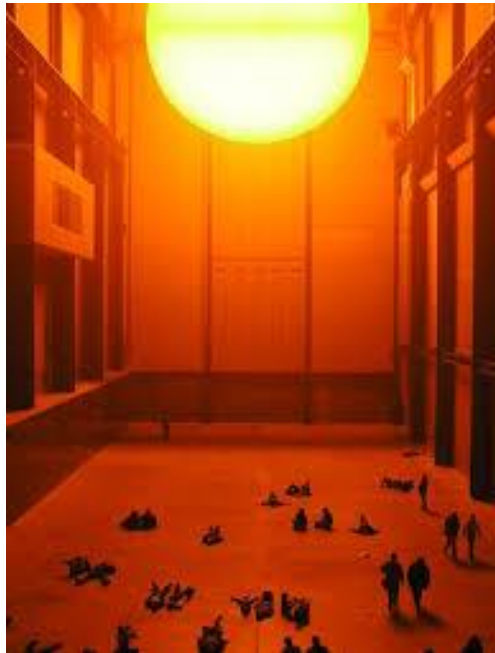
Musical information converted into genetic information and put into the chromosomes of blue algae

A reflection on eternity on how music will reach future generations

A reflection on music as part of life

" Artists put ideas and values into physical forms and processes "

Olafur Eliasson, artist, early member of STARTS advisory board



STARTS website: <https://www.starts.eu/>
Join STARTS on facebook and twitter #STARTSEU
STARTS prize: <https://starts-prize.aec.at/en/>