



STARTS



A perspective on Innovation at the nexus of
Science, Technology, and the ARTS

LEIT Work Programme 2016 – 2017

5.i. -Information and Communication Technologies

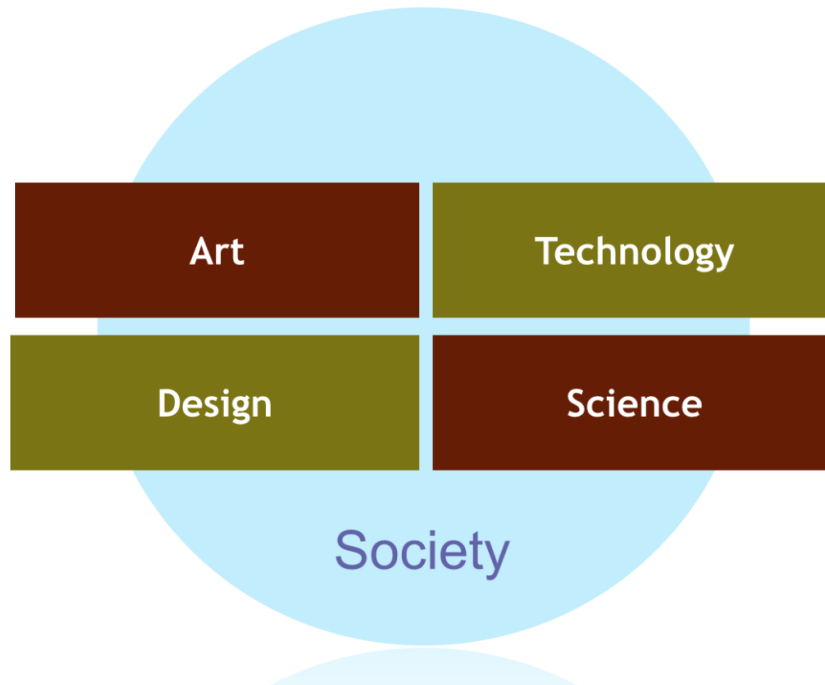
Topic: ICT 36 (deadline April 12, 2016) and other topics

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Technology - Design

Solutions....

How to make it (feasible)?

How to make it?

Science – The Arts

Questions -Exploration

What is (in principle) possible?

What could/should be possible?

'Art is not a mirror held up to reality, it is a hammer with which to shape it' (Berthold Brecht)

Contemporary art as a vehicle of presenting, analysing, reflecting on and tinkering with leading edge technology

ICT 36: Boost synergies between artists, creative people and technologists

- **ICT 36 a: STARTS EXPLORATION (ONE 3M EUR Innovation Action)**

Establishing a structured dialogue between creative people and technology developers around projects

1. Develop a Network of institutions (including creative industries!)
2. Organise a competition for Creatives & Technologists to build prototypes.

- **ICT 36 b: STARTS MATCHING (ONE 4 M EUR coordination action)**

Enhance interaction of S&T and Art world in order to encourage artists' integration into H2020 projects.

Examples (up to proposers to suggest specific measures how to channel funds to community):

- Brokerage services (online facilities, 7 on 7 ...)
- Short-term residences of artists in technology and of scientists in art institutions
- Annual STARTS conference.....

- **ICT 36 b: STARTS PRIZE (ONE 1 M EUR coordination action)**

A prestigious prize to give visibility to innovation rooted in links of S&T with the Arts.

Ultimate goal: Promote inclusion of artists across H2020 projects
Current call is to prepare the ground by creating a burgeoning community.
IOT, STARTSUP EUROPE, FET and CAPS mention artists explicitly in their call.

Simon Denny, artist
Reflections on NSA and innovation



**An artist's exploration on the use of images
and cartoons by NSA (exhibit at Biennale Venice)**



***The Innovator's Dilemma* adopts the architectural typology of the industry tradeshow. Denny's work combines sculpture, performance, graphics and moving images to address our relentless need for innovation. (exhibition at MOMA)**

Opera teaches robots What it means to be human



*'Training [the robot] Myon will raise questions:
What does it actually mean to be human?
What are emotions and why do we need them?
Does a robot need them, too?
Why do we want to have artificial intelligence?
Why do we want to have opera?
Does Myon need a costume?'*

Gob Squad, a group of UK and German artists exploring links of theatre with art, media and technology.

My Square Lady: There is no Eliza, but a robot called Myon that will try to pass off as a human, using all what the world of opera can teach 'it' about human qualities.

Myon will pass through each department of the *Komische Oper*, Berlin, trying to understand and master the skills of musical craft and the art of emotion.

My Square Lady is a coproduction of Gob Squad, Komische Oper Berlin and the Neurorobotics Research Laboratory of Applied Sciences Berlin.

General WP2016-2017

ec.europa.eu/research/participants/portal/desktop/en/funding/reference_docs.html#h2020-work-programmes-2016-17

(see point 1 - introduction - that mentions STARTS as overall theme in WP2016-2017)

(A) Point 5.i (ICT): Topic ICT 36 (a) and (b) referring to the three projects in STARTS

ec.europa.eu/research/participants/portal/desktop/en/opportunities/h2020/topics/5092-ict-36-2016.html

(B) There is explicit mentioning of potential role of artists for innovation in a number of topics

Point 5.i (ICT): Topic ICT 12 (Net Innovation)

Point 5.i (ICT): Topic ICT 32 (Start-up Europe)

Point 17 (crosscutting topics): Topic IOT -01-2016 (Large scale pilots in Internet of things)

General info on STARTS ec.europa.eu/digital-agenda/en/ict-art-starts-platform and ictartconnect.eu

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

(Olafur Eliasson, artist)