

Future Laboratory CreaLab

Annual report 2016

Research projects 2016

Future Forum Lucerne 2016

«Empowerment re-visited»

At March 9 and 10 2016, the Future Forum Lucerne 2016 on the topic «Empowerment re-visited: Citizens empower sciences empower employees» took place at the Messe Lucerne.

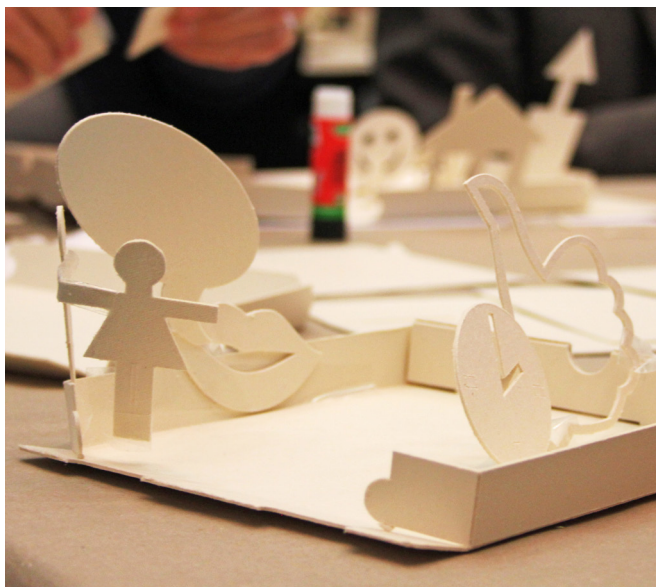
The program started with a panel discussion on «Collaboration, Transformative Leadership, and Resilience». Eight challenges from practice were worked on in ten different workshop formats. Like this, solutions and trends related to the challenges became visible.

The conclusion: Empowerment within organizations should start at the leadership level, and leaders should enable employees to experience empowerment. The Future Forum Lucerne highlighted that particularly the application of digital tools requires a shift of perspectives: To empower employees, customers and stakeholders, companies must encourage knowledge exchange.

Ki@K – Culture Appropriation Platform for SMEs

(Lead: R. Stäheli)

In conversations with managers, often one question emerges: What can art do for companies beyond a decorative function? How can art contribute to display and convey products, services and corporations culture towards customers? Thereby, it is often referred to the high costs and the low impact on company events like for instance «Public Day» or internal company events. It's also emphasized that it is difficult to use artistic interventions in such events in a meaningful way.



In the research project, a platform was set up to mediate between companies and artists. Furthermore, the concept was tested through prototyping, and the economic feasibility was validated in terms of compatibility of cost and available budget.

New Event Formats for Healthcare Congresses

(Lead: C. Larbig)

The digitalization of processes and content of communication in healthcare is a current topic. However, its implementation in practice is insufficient. The event organization Medicongress

GmbH from Dübendorf thus asked: What is the future role of congress organizers in healthcare within a digitalized world? In a research project financed by the CTI, the intention was to create ideas for digital-physic-interactive events. The focus was on the following possible functions of event-activities/relation to interests of visitors, b) Digitalization of presentations and workshops, and c) Cooperation's with providers of digital solutions in healthcare.

Open Factory

(Lead: U. Gaudenz)

Organizations in Western industrialized countries, such as Switzerland, face the challenge to develop products and services which are innovative and sustainable under the pressure of global competition. The project „Open Factory“ investigates how collaborative concepts and networks along the supply-chain can become the driver of innovation in societies. The question how new rooms for creativity can emerge by integrating creative/artistic and industrial production processes was carefully investigated. Practices and success factors for networking along the supply chain were determined, which improved the efficiency for collaboration, and the usage of shared production spaces to act as a driver for innovation. The framework for such networks is provided by the model of the „Open Factory“ as a shared area for collaboration. Through the method of «Innovation Journeys», the processes of creative design in combination with modern production were simulated and analysed.

Organizational Resilience

(Lead: J. Meissner)

The research project compiled theoretical foundations within the area of «Organizational Resilience». Affected by this question are the risk management, the innovation management, the crisis management and the continuity management. Within this rather broad understanding of the topic resilience, one aspect is particularly interesting: What are the routines and practices that are suitable for organizations and how far they are interwoven with other management disciplines? Project results show that practices of an organization are culturally determined and notoriously difficult to observe. However, there are different starting points, from conceptual work to elaborated benchmarking tools.



Corporate Collaboration Space

(Lead: S. Amstutz)

Already today, «35 percent of the hours worked in offices on project activities are performed by changing staff from other departments, external consultants and interns». (Böttcher, 2013, S.66) The aim of the research project was to investigate on the framework of Corporate Collaboration Spaces (CCS), and its corresponding forms of collaboration. The project developed typologies of meeting rooms and furnishing concepts for the future of knowledge-work office infrastructure.

Involvement of Customers into the Production of Honey

(Lead: P. Wolf)

The market for honey and products based on honey commodities in Switzerland is rather traditionally organized. This means that beekeepers sell their honey and honey commodities products (candles etc.) on their farm or through small regional shops. Innovation in this market is marginal, and happens only regarding products but not regarding product related services and distribution processes. Together with the Future Laboratory CreaLab, the „Wanderimkerei Burkhard“ wants to set new impulses. The project will investigate the innovation potential of Deputy-Bee-Keepers, as a process- and service innovation idea.

Initial and continuing education

The Future Laboratory CreaLab offers diverse annual events of training and education. These events, are interdisciplinary held with students from each department of the University Lucerne, as well as external interested parties and practice partners.

5th CreaLab Summer School: #datablaba

(Lead: M. Doerk, C.L. Schuchert, P. Wolf)

During the Summer School 2016, the Future Laboratory CreaLab focused together with the interdisciplinary program „IDS Datenwelten“ on an innovative handling with data-worlds between human beings and machines. Between the 29. August and the 2. September 2016, two dozens of experts and students investigated on this issue.

Thereby, following topics and phenomena were studied and discussed:

- Assessment Portals – how can providers help?
- Sharing Economy – sustainable or not?
- The life of Artificial Intelligence

Besides exploring, testing, and interpreting, the SummerSchool questioned and challenged existing perspectives before new visions were developed. Students worked on concrete questions from practice in explorative workshops. For doing so, students applied the methods collected at the online-platform createate.ch. The findings of the Summer School were presented in a public conference and are now summarized in a report.



Social Lab: Design Thinking for Social Innovation

(Lead: M. C. Jakob, C. Larbig, B. Minder)

The interdisciplinary module „Social Lab“ of the Bachelor program applies the approach of Design Thinking for developing new, application-oriented solutions for socio-societal problems. These social innovations were developed together with partners from the business and the non-profit sector. This year, the partners from practice were the Swisscom AG, the Mobiliar and SBB. With a total of 28 students from the departments social work, management and engineering & architecture, new solutions were developed in iterative processes and tested by the means of early prototyping. The three challenges were: (1) Media-free zones, (2) Organizational responsibility towards society and (3) Littering in trains and railway stations.

CreaLab Winter School

(Lead: M. Doerk, U. Gaudenz)

In the CreaLab Winter School, students engage with the question which methods from which disciplines are particularly appropriate to create something new, to enable and to foster creativity and innovation. Innovation methods from diverse disciplines are tested, applied and further developed on real innovation-challenges which are introduced by partners from practice or by students.



Coaching and Workshops

With diverse coachings and workshops, the CreaLab supports companies or organizations to question their working culture critically and act more creatively during daily business. The focus lays on the mediation of personal experience in dealing with others, creativity-fostering working methods.

Event «Corporate meetings – attractive and profitable»

(Lead: R. Stäheli, S. Wittmer, P. Wolf)

In November 2016, the event «Corporate meetings – attractive and profitable» took place. Patricia Wolf, Reto Stäheli, Stephan Wittmer und Benjamin Rindlisbacher presented among others research findings of an online survey which was sent to 180 companies and presented recent trends of event concepts. As a guest, Therese Dillier from the hospital of Sarnen reported about a Ki@k designed event. Together with the participants, the organizers discussed further examples from practice. Ki@k is a project of the Future Laboratory CreaLab which supports companies and public administration with their internal and external events and presents innovative opportunities. Ki@k develops innovative formats which address challenges and topic of companies and public administration visible in an intelligent and playful way.

International Fair-Seminar

(Lead: P. Wolf)

Today's events are differently designed due to the impact of digitalization. Visitors wish, other than in the past where fairs were mainly about comparable information, more emotions and profound one-time experiences. Many fairs experience this change and search for formats which can provide such experiences. Under the motto, «Success stories – yesterday, today and tomorrow», challenges and success factors were presented by Patricia Wolf and discussed in interactive sessions from the 25. until the 28. of June 2016. All insights are summarized here: blog.hslu.ch/crealab/geschichten – number 22

World Ornamental Forum III

(Lead: J. Harboe)

The third World Ornamental Forum (WOF) took place from the 4th to the 8th of May 2016 at the Kirchner Museum in Davos. The WOF used the «Ornament» as generator for encounter, exchange and posing of a question. The ornamental is related to arts, architecture and research and covers a range from decoration to ethics. The WOF is a collectively compiled gesture, which perceives an economy of aesthetics to sound a contemporary paradigm shift towards practice. The call for the last year's WOF was: CONTINUE TO WORK! Actual work and working methods were exhibited. The content of the work was not decoupled from the procedures and remained, therefore, in their contingent existence as something, which could always have been different.

Presentations and Publications

During the last year, Crealab core team members held nationally and internationally different presentations about diverse topics such, for example:

At the 17th international CINET conference in Turin, Italy, the Crealab presented in two presentations exciting research findings to an audience of innovation managers and scientists. Patricia Wolf, Jens Meissner and Evangelia Baralou held a presentation about «Interspaces, multi-rational environments and on-between sliders as enablers for organizational innovation». The presentation illustrated based on the case study of the Crealab, how organizational structures, intrapreneurship and multi-rational change facilitate and simultaneously block themselves. The same study, was also presented in July at the Society, Cybernetics and Information (IMSCI) 2016. On the following day, Patricia Wolf, Julie Harboe, Barbara Kummier and Antonios Kipourou reported about **«Innovation urgently needed: Principles for managing inter- and trans-disciplinary applied management research projects»**. In their presentation, new procedures for managing transdisciplinary projects were described.

At the 31st of May 2016, Urs Gaudenz held a speech about **«Imitation as the sincerest form of flattery»**. Through his specialized knowledge, digital tools and available information in the internet, Urs designed a new OpenPCR. This project caused provocative resistance reported in the presentation. The presentation was part of the seminar «Interactivos? 16: Possible Worlds. Creative and Collaborative Uses of Digital Technologies» at the Medialab-Prado, in Madrid.

At the PechaKucha Night in Lucerne at the 24th of June 2016, C. Lars Schuchert held a short presentation about the topic **«Making/City – Guerrilla Urbanism»**. The «Guerrilla Urbanism» approach tries to let spatial-architectural dimensions in participative communication processes have influence between urban development, research and users.

In compact, effective and goal-oriented «space experiments» in public places, prototypes for strategic goals emerge, which serve as concrete and memorable topic of conversations. The PechaKucha Night is internationally known and takes place in a specific format of presentation: 20 pictures per speaker are explained, each for 20 seconds.

Science Fiction Short Stories

As enlightened and curious human beings, we are interested in the future. We often want to know more about the future, and sometimes we would like to change it already today. Both doesn't work. What we can do is to think ahead, namely in stories. Fifteen core team members of the Future Laboratory Crealab of the University Lucerne have described, in the format of future stories, how the future for them could look like – based on the megatrends of the zukunftsInstitut. The result, a small booklet with the ISBN 978-3-7386-5668-8, can be ordered at the BoD-Verlag Buchshop, ExLibris, Buch.ch, Google Books and Amazon.

Storytelling Game

The game can simulate the creativity of the participants and is appropriate for the opening phase in creativity processes. Orders for the game can be placed for CHF 5.- under crealab@hslu.ch. The pictures were taken by Stephan Wittmer, the concept of the game is from Patricia Wolf and Stephan Wittmer.

Working Methods

The Crealab is working with an established core team of 19 people from all departments of Lucerne University of Applied Sciences and Arts (Management, Informatics, Engineering & Architecture, Design & Art, Social Work and Music). The core team reviews actual developments, discusses project submissions, plans and initiatives of the Crealab. The Crealab works together with students from all departments. Likewise, practitioners are integrated to strengthen the relation to the practice.

During February 2015, the core team of the Crealab founded together with the association «interspin Crealab» a Spin-Off to get closer to the pulse of the practice. The interspin Crealab supports organizations of the private industry and the public sector with solutions to complex future challenges. The interspin Crealab is interspinish: It is moving dynamically between practice, research and society.



Recent information is provided at the Crealab – Blog: blog.hslu.ch/crealab