

# LEARNING LABS CROSS INNOVATION

Learning Labs Cross Innovation (LLCI) is a project created by Klump Subtopia, a culture incubator south of Stockholm, Sweden, and KMH, the Royal College of Music in Stockholm.

The project started early 2021 and tested during the spring of 2021. It is composed of three interactive online meetings, with a follow up meeting six months later. LLCI was created by Martin Q Larsson, Thomas Arctaedijs, Emilie Lidgard and Madeleine Jonsson Gille.



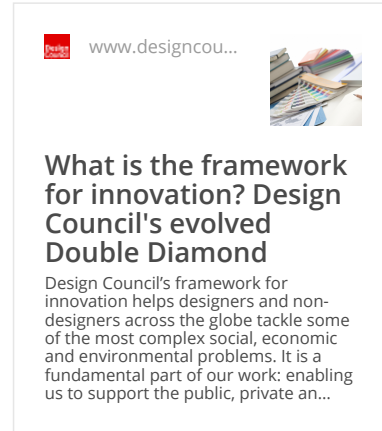
Co-funded by the  
European Union






# WHAT IS CROSS INNOVATION

Cross-sectoral innovation means collaborative and user-driven innovation that happens across sectoral, organisational, technological and geographic boundaries, transferring approaches from other branches to one's own field of business and thus creating something new. In this project we define Cross Innovation as applying methods, perspectives and tools from the cultural and creative sector on other sectors in society, e.g. software, finance, industry, public or health care sectors. Having a look beyond the boundaries of one's own sector is becoming increasingly important; cross innovation can foster unexpected growth!


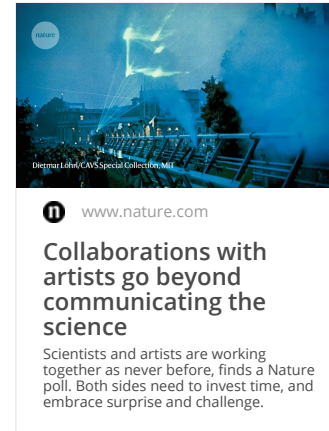


www.designcou...



### What is the framework for innovation? Design Council's evolved Double Diamond

Design Council's framework for innovation helps designers and non-designers across the globe tackle some of the most complex social, economic and environmental problems. It is a fundamental part of our work: enabling us to support the public, private an...



www.nature.com

### Collaborations with artists go beyond communicating the science

Scientists and artists are working together as never before, finds a Nature poll. Both sides need to invest time, and embrace surprise and challenge.

# BACKGROUND

KMH is in the process of developing new ways of teaching entrepreneurship and supporting students with entrepreneurial ambitions. Klump is in the process of developing cross innovation readiness among its entrepreneurs, and see the need to develop this readiness also among other sectors. Learning Labs has proven to be extremely useful in these developments.

The idea was to through a series of workshops and seminars, let entrepreneurs and students from the culture incubator Klump Subtopia and The Royal College of Music in Stockholm (KMH) develop skills and knowledge necessary for cross innovation partnerships and become success ready.

All workshops were interactive and online. Through a process of collaborative group coaching, the creators and corporates discovered the topics in "How we do it" together. This creates a curious creative climate, and the feeling we are all – artists, corporates and workshop leaders – on an adventure together.

# METHODS

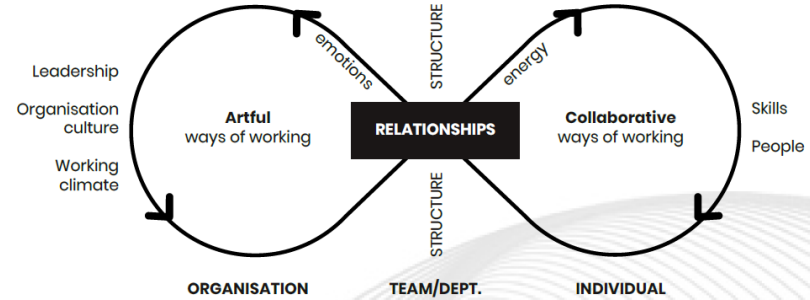
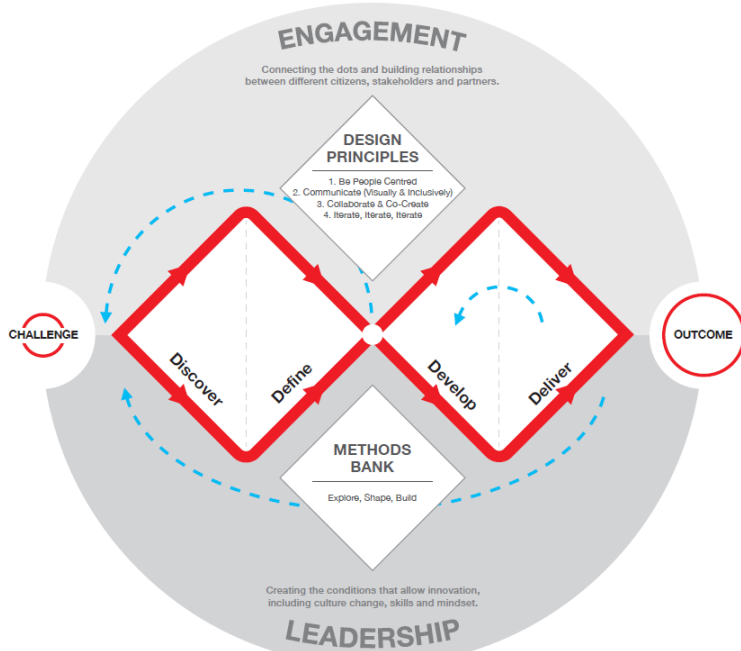
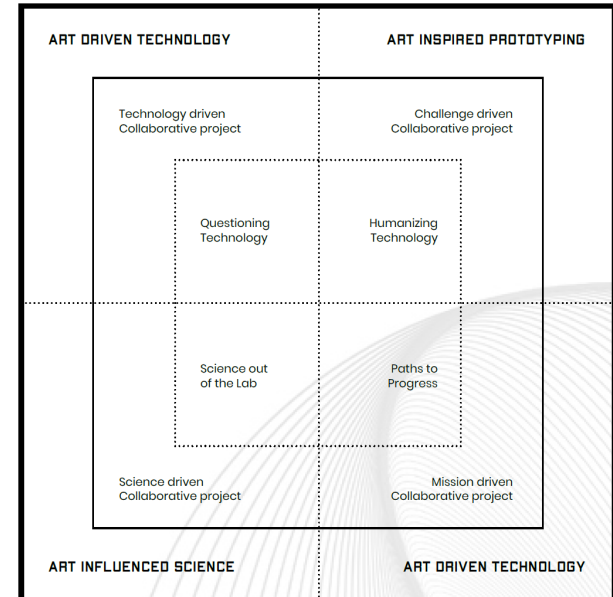


FIGURE 2: Outcomes of artistic interventions in organisations, by Ariane Berthoin-Antal.

The EU program ST+ARTS has developed two complementary models for cross sectorial collaborations, focusing more on the relationships between the groups, and on the actions. Both of these methods were used continuously throughout the project.



The Double Diamond process was developed by British Design Council, to facilitate cross sectorial collaboration, and has proven efficient. The teams start by exploring the problem together, to make certain what needs to be solved – the *projection*. In the second diamond, they then explore the solutions for how to solve the program together – the *ejection*.

# HOW WE DO IT

Start

## Workshop1 – artists What is Cross Innovation? & The Golden Principles

Crash course in Cross  
Innovation

Golden Principles - the  
basis for interdisciplinary  
collaborations

Double Diamond Model

How can we identify  
corporates and  
organizations?

Workshop - Identify 1-3  
people where, beyond the  
obvious?

Homework and concluding  
reflections

People and  
organizations  
to invite

## Workshop2 – corporates & artists What can we do together?

Mini course in Cross  
Innovation

The companies present  
themselves

Golden principles - the  
basis for interdisciplinary  
collaborations

What can WE do  
together? Breakout rooms  
first then the whole group

Homework: Book  
meetings - present a short  
theoretical project  
proposal for next meeting

Project  
Suggestions

## Workshop3 – corporates & artists What will we do together?

From idea to innovation –  
communication and funding

Project presentations,  
discussions of new ideas.

How do we move from "fun"  
to "finished"?

How are the project artists  
remunerated?

Next Step – what do we  
want it to become? How will  
we communicate it?

Evaluation – Which values  
have we generated?

Collaborative  
projects

"Artists": cultural  
entrepreneurs  
and  
students/alumni  
from art/music  
school

"Corporates":  
employees  
working in  
corporations or  
public  
organizations

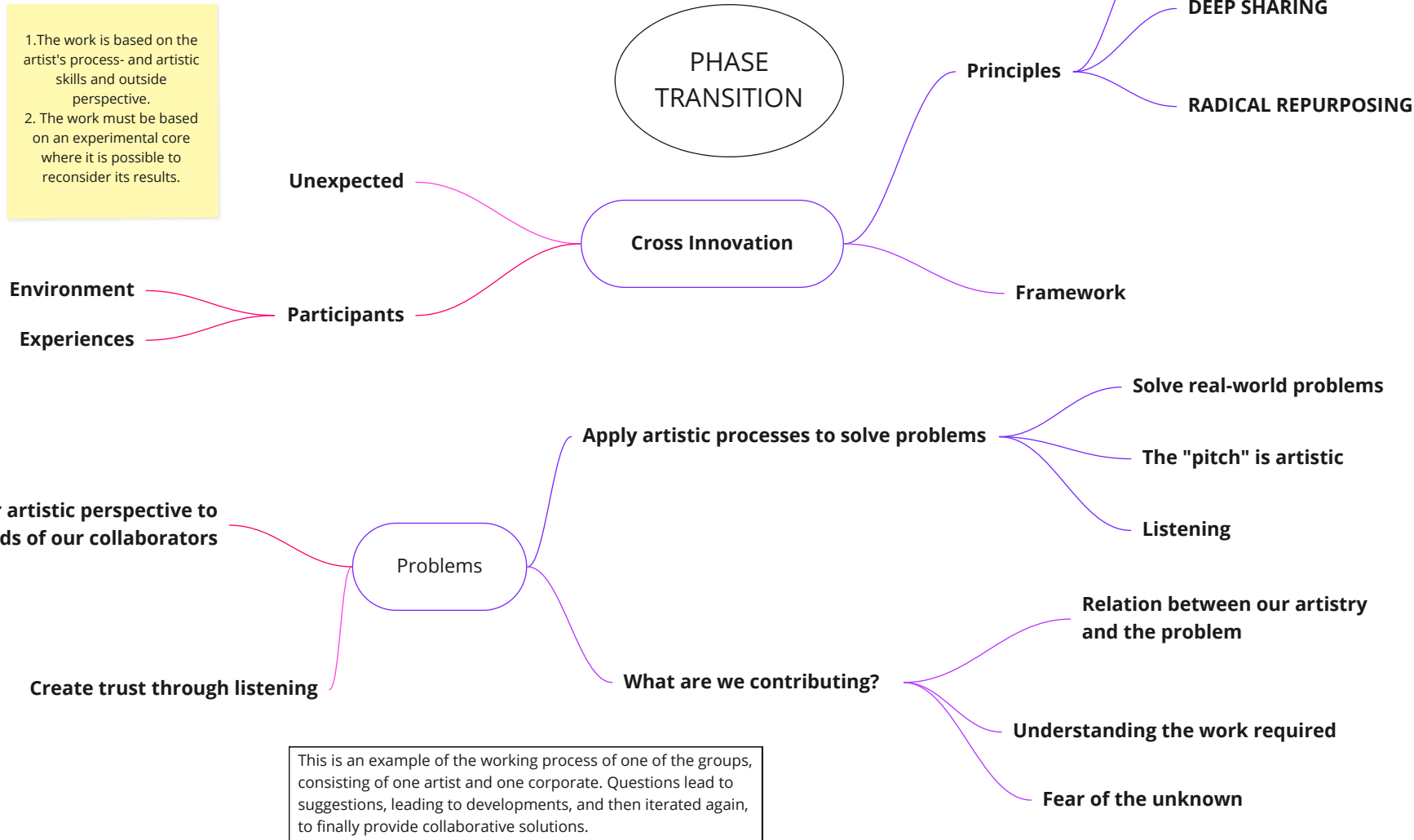
# EXAMPLES OF RESULTS FROM THE WORKSHOPS

1/ Create trust through listening  
 2/ Relate our artistic perspective to the needs of our collaborators  
 3/ Apply artistic processes to solve problems

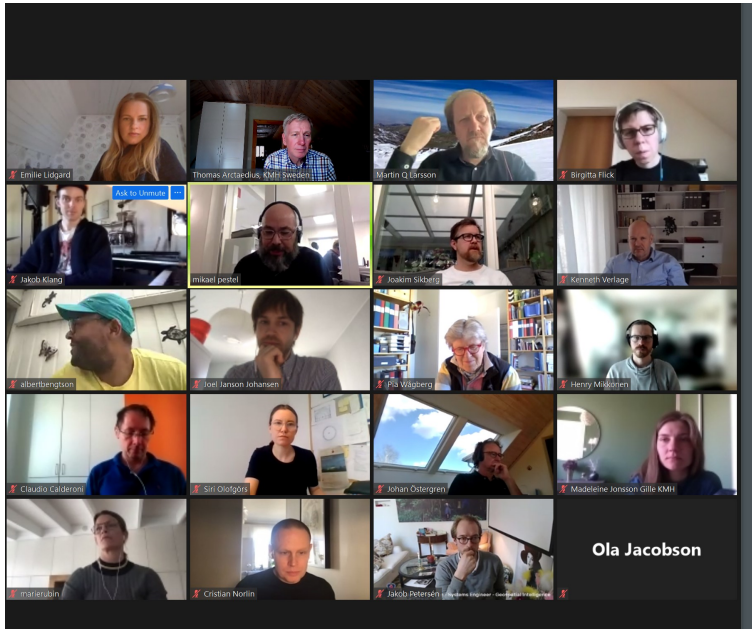
1. The work is based on the artist's process- and artistic skills and outside perspective.  
 2. The work must be based on an experimental core where it is possible to reconsider its results.

Human and experience based process

1/ Cooperation on equal terms based on mutual respect.  
 2/ Deep sharing - Share everything, even trivial things  
 3/ Exaptation - the process can lead us to unknown places



# RESULTS



## Four project ideas

- \* The Creative Break
- \* Video Training
- \* Sound Design for Keynote
- \* Improvisation for Managerial teams

**4 workshop leaders**

**10 corporates (i.e. Scania, Apple, Ericsson)**

**7 artists (i.e. musicians, actors, architects)**

# EXAMPLE OF A PROJECT CREATED BY THE LLCI

## The Creative Break

Birgitta Flick, KMH  
Pia Wågberg, RISE  
(2021-04-16)



*To design an app that invites and gives tools to take a creative micro-break where you create, experiment and play musically with materials/products that the company/organization explores or develops.*





# EXAMPLE OF A PROJECT CREATED BY THE LLCI - CONT.

## Starting points

### **Current issues/challenges within RISE:**

Project The Office of the Future aims to "... be a world-class workplace" with high attractiveness

Storytelling – There is a need to be creative in what you can offer the customer as well as in the communicative messages

### **Principles and themes from our first conversation and their further development:**

Sustainability – of what you produce/research about, but also within your own work and the work environment you move and create

Circularity – of the physical being explored and produced (e.g. special materials), but also of ideas, thoughts and creative processes

The importance of the senses, feeling, listening at work, creativity and for a (cross-disciplinary and artistic) collaboration

### **Connection to Birgitta's current activities:**

Circularity as a central principle in her current project Klangkörper where she takes dance-saxophone improvisations by a cross-disciplinary improvisation group as a starting point for composing a new choral piece that also thematizes movement and improvisation – and which itself could become the starting point for a new saxophone dance improvisation that in turn could inspire a new composition, etc...

Birgitta's experience of how both concrete composite tasks (e.g. working with Olivier Messiaen's textbook\*) and games (e.g. writing a symmetrical canon) and also movement or focus on the whole body help to change perspective, get new ideas or think things a step further

\*Messiaen, Olivier. Translated by John Satterfield. *The Technique of my Musical Language*. Paris: Alphonse Leduc, (1944) 1956.

# EXPERIENCES

## Your colleague is curious and wants to know more about LLCI, how do you describe?

- Unexpected collaborations between art and industries that are not so artistic
- Workshop where creators and business leaders brainstorm ideas on how artistic processes can be applied in business.
- A perfect vessel in the direction of a new concept of entrepreneurship and sustainable innovation
- Cross-pollination between people who are used to working in complex environments ...
- A way to use artists to broaden the perspective in your everyday business life and see other solutions to today's problems that you in your own fish pond do not open your eyes to
- As a collaborative project between fields that need each other's perspectives.
- A forum where you meet other interested creators / companies (are), learn about cross innovation and how you can learn from each other and "take advantage" that you have different backgrounds and skills, learn from and together with each other, get new perspectives , develops goals and also concrete collaboration ideas

## For corporates: In which areas could similar processes suit you?

- In all leadership training ... would probably need to be redone a bit but we have a lot to learn here .
- When you are facing a paradigm shift and need to think new. Boosts innovative thinking
- Still in the creative in some way, hard to imagine exactly how it would be possible to contribute something. But perhaps above all to come up with a different image and odd ideas.
- In an area where it is about giving people tools to achieve their own creativity or to find ways of working together or a collective creativity - either without "further goals" or as a tool to achieve other goals, e.g. to relax, get the brain to change perspectives - or to get a new way of contacting other people, etc. Thus in contact with the person and their situation, both within companies / organizations or in pedagogical contexts - or even e.g. healthcare. Or in an area where you want to create a contact to e.g. customers or guests in a new way, e.g. through musical means. Then a key word could be Storytelling or it is about improving environments where people should thrive through artistic means (eg waiting rooms, subways or other public environments).

## What was most unexpected?

- That results were created so fast
- The different project ideas that were discussed were unexpected and interesting!
- Interest and curiosity from the companies
- The simplicity of building something new
- That the need of the companies seemed so great
- To not only meet creators but actually meet people from very many different areas who are as (or even more) curious as oneself and who have the desire to think together and also come up with joint projects. To meet as equals regardless of age, experience, position, etc.

## Practical

- \* Invite corporates through personal invitation.
- \* Keep a strict time schedule during the workshops.
- \* You don't need to have long workshops, a couple of hours each is enough.

## CONTACT

MARTIN Q LARSSON KLUMP/SUBTOPIA

MARTIN.QLARSSON@SUBTOPIA.SE

THOMAS ARCTAEDIUS ROYAL COLLEGE OF MUSIC

THOMAS.ARCTAEDIUS@KMH.SE