

Workshop B Part II : **Borderlines between education, research and development in the creative industries.** *Chair : Judith Doyle, Associate Professor, Ontario College of Art and Design, Toronto*

Summary

- What are the boundaries between educational research and industrial development, and what happens when these borderlines are crossed?
- This “borderlines” panel presented two highly local, specific case studies of creative innovation in emerging health and wellness practices, and a consideration of the implications of border crossing between institutions and discourses.

1 : Lanwan Chang and Yung-Huei (Jenny) Chang: Teacher and student participation in local industry innovation and research to improve the quality of products (.doc)

- Lanwan and Jenny Chang are a professor and MBA student respectively at the Yuda College of Business in Taiwan.
- Chang and Chang’s research suggests that the implementation of “holistic” education is “non-conformist” and by necessity crosses boundaries and borders.
- Their paper provides an example of creative collaboration. Teachers and students in the Yuda Business College are trained in creative thinking, and apply this in developing products with local industries.
- Since 2002, Taiwan’s Ministry of Education has set up 6 centers supporting research and development collaboration between education and industry, in fields including bio-medical services, agriculture, the environment, leisure, culture and digital services.
- Lanwan and Jenny Chang focused on the 2-year collaboration between a student and teacher research team and a local childcare institute.
- A group of students and teachers worked with users – children with disabilities - to develop specialized teaching materials.
- Changes in copyright law in Taiwan afford incentive to researchers and students. However, there are emerging debates about conflicting objectives – profit-driven innovation versus academic freedom and openness to conduct non-profit research.

2 : Tarja Toikka: Kysymyksiä korkeakoulun ja liike-elämän rooleista innovaatiotoiminnassa (.doc) Questions about the roles of the universities and the business in the innovation system (.doc)

Tarja Toikka is the Coordinator of New Media Management Studies at the MediaLab at the Helsinki University of Art and Design.

- Focusing on 4 key themes, Toikka discussed the roles of universities and businesses in the innovation system.
- What are the tensions between the business values of profitability, and the university’s values of social benefit and usefulness?
- What happens when complex developmental visions are simplified into business language? Will we throw out the baby with the bathwater and kill creative ideas by translating them into “business talk”?
- Complex ideas are also at risk if we lose what Toikka called “the natural place for fuzzyness” – a research space where sufficiently complex tools exist to explore complex

ideas. She proposed that developing complex tools for creativity could be a role and responsibility for art and design universities.

- Finally, in today's global context, it is not possible to gather a "dream team" of designers in one place. She pointed out that art and design universities can take on the task of composing, motivating and rewarding "Virtual Teams" in a way that supports innovativeness.

3 : warmware : art and design of emotional content for memory augmentation tools (.doc)

Judith Doyle is an Associate Professor of Integrated Media at the Ontario College of Art and Design in Toronto.

- Doyle presented documentation of a collaboration between the Virtual Communities class she team-teaches at OCAD, with the Baycrest Centre (Canada's leading neuroscience research and long-term care centre) and the Graduate Program in Computer Science at the University of Toronto.
- The project is to offset memory problems experienced by brain-injured people, by contributing to the development of reminder tools, including the "OrientingTool" for the Palm Pilot.
- The collaboration includes user-participants, psychologists, programmers and art students. Small teams are supported by a larger virtual network.
- In this methodology, users and clinical psychologists contribute specific expertise on memory and articulations of the "problems to be solved".
- The art students create prototypes, adding emotional and sensual content to memory tools. The art prototypes are then adapted into highly-customizable "recipes", because different users require personalized versions.
- A lively discussion followed this presentation on the nature of emotional content in technological innovation.