



Co-funded by the  
Erasmus+ Programme  
of the European Union



# Theme 1.1: Creativity, Innovation and Cross-Sectoral Collaborations.

## Intellectual Property.

Prof. dr Ira Prodanov  
UNS, Serbia



The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



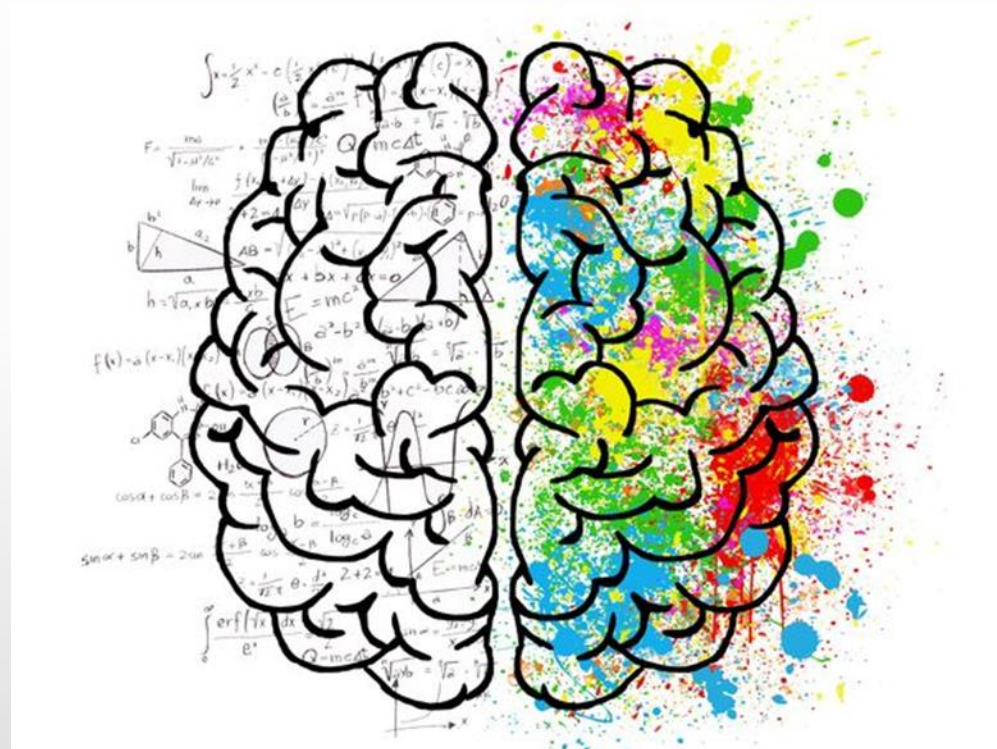
# Projects: who for and for what?

- Projects are implemented in various fields of science and art in order to obtain new results that encourage the development and progress of the field in which they are implemented
- Projects in the field of art are changing culture and society, and today, in addition to causing "uninteresting liking" (E. Kant), they almost as a rule have an engaged role in society - they draw attention to current problems in society and possible solutions.
- In relation to whether the project is related to one art (visual, dramatic or musical), the degree of its autochthony or interdisciplinarity is determined.
- The more interdisciplinary the project, the more specific the team of creative collaborators requires, who will realize their ideas and show their potential for innovation!





# Creativity vs Innovation



Words we often use together, which are related and connected,  
but have a different meaning





# Creativity vs Innovation

Creativity	Innovation
<p>Ideas</p> <p>Problem solving</p> <p>Genial</p> <p>Imagination</p> <p>Creative processes</p> <p>Thoughts</p> <p>Brainstorming</p>	<p>Value</p> <p>Use</p> <p>Process</p> <p>Production</p> <p>Implementation</p> <p>Action</p> <p>Measurability</p> <p>Novelty</p>







What kind of a project do I want?  
What kind of a team do I need?





# How to make grandma's apple pie?

- Provide a kitchen for the activity of baking
- Provide a dish for baking
- Provide apples, flour, oil, baking powder, sugar, bowls, graters
- Knead the dough (Who will do it? 😊)
- Grate apples (Who will do it? 😊)
- Provide the oven
- Provide money for electricity
- Find the right recipe
- Set aside enough time
- Provide oven mittens!
- Know when it's over!
- (Why grandma's pie?)





# Grandma's Pie = Art Project

- Provide a sufficiently “extensive budget”
- Anticipate possible deviations from the plan
- Check the references of those who make the project
- Monitor each step of the implementation





# What kind of project is in demand today?

- Usually of shorter duration (sic!)
- Spectacular
- Unusual
- Contextual (thematic, which include more artistic areas, attract more audiences)
- With a strong engaged message







Co-funded by the  
Erasmus+ Programme  
of the European Union



# How to determine what and who we need for the project?

- Develop the project plan in stages, to get a sense of its complexity
- Be sure to delegate stages of the project to co-workers who can work independently for some time
  - Always be ready for change!





# Creating teams

- Teams are created in accordance with the complexity of the project
- Members of the team may be strangers to each other, but previous connections may prove to be helpful
  - However, new human connections might facilitate innovation
  - Projects in interdisciplinary fields require numerous experts of various profiles





Co-funded by the  
Erasmus+ Program  
of the European Union



Depending on the kind of public response that is expected from the project, we choose the team and moderate the dynamics of it!







Co-funded by the  
Erasmus+ Programme  
of the European Union



# Case study: opera “Aida”, production of the SNP at the Petrovaradin Fortress

Task 1: try to create a list of companies that needed to be involved in organizing the open air opera performance

Task 2: list what was needed to organize the audience management

Task 3: list the possible dangers for the performers and the audience at this event!



# Case study: NEO festival and concert of pianist Michel Dalberto at Sr. Karlovci

- <https://www.facebook.com/festneo/videos/1127438257752058/>

Task 1: make a list of team members, according to work positions (stage manager, light designer, sound designer ...?) That is needed for the realization of an outdoor piano recital

Task 2: make a list of possible problems (distractors) during the realization of this concert!





Co-funded by the  
Erasmus+ Programme  
of the European Union



# Case study: Alison Lapper Pregnant sculpture in Trafalgar Square, London, by Marc Quinn

Task 1: What are the  
artist and his team that  
organized this  
"exhibition" saying?  
List possible messages!







# Case study: the work of Katalin Ladik, multimedia artists

- <https://www.youtube.com/watch?v=6kMuaajpjyM8>

Task 1: How to organize a  
performance?

Task 2: Analyze the work of Katalin  
Ladik, her engagement, especially in  
the field of emancipation of women  
in the former Yugoslavia?

Katalin Ladik, the exhibition "Patriarchy in  
Yugoslav Society and Art"





# Communication skills inside and outside the team

- Be sure to set communication rules at the beginning of cooperation (frequency of live and online communication, use of project management tools etc.)
- Determine ways of communication via social networks, connections between private and project accounts
- Strive for gender equality in the team
- Establish a dress-code during the cooperation on the project to be such that it does not endanger or label anyone
- Pay special attention to possible discrimination issues, both if they are, or a not one of the topics of the project





# Attitudes towards the audience

- Make a clear plan of activities aimed to attracting the audience
- Define priorities!
- "Targeting": should priority be given to those who are the largest audience, the most financially stable, the most active? Are women, men, children more interested (example with J. Adamov)?
- Think about what are the short-term and long-term goals of "winning" the audience for a particular project?
- The plan helps focus resources for a better impact
- Example: "Nomusation" (positive and negative aspects)







# Keep in mind...

- Every project is a step into new projects!
- Be sure to plan down to the smallest detail!
- Use all available resources!
- Mistakes and omissions happen, plan for risk management!
- Every improvisation is great, but only if she is well trained



# Literature:

1. Cropley, D. H., Kaufman, J. C., & Cropley, A. (2011). Measuring creativity for innovation management. *Journal of Technology Management and Innovation*, 6(3), 13-30.  
<http://dx.doi.org/10.4067/S0718-27242011000300002>
2. Carey, Brainard. 2011. *Making in the Art World – New Approaches to Galleries, Shows and Raising Money*, New York: Allworth Press.
3. Dionne, S. D. (2008). Social influence, creativity and innovation: boundaries, brackets and non-linearity. In M. D. Mumford, S. T. Hunter, & K. E. Bedell-Avers (Eds.), *Multi-Level issues in creativity and innovation: Research in multi-level issues* (pp.63-73). Amsterdam: JAI Press.
4. Dragičević Šešić, Milena, Dragojević, Sanjin. 2005. *Menadžment u umetnosti u turbulentnim okolnostim*. Beograd: Clio.
5. Small, Christopher. 1998. *Musicking. The Meaning of Performing and Listening*. Hanover: Kindle.
6. Van Maanen, Hans. 2009. *How To Study Art Words: On the Societal Functioning of Aesthetic Values*. Amsterdam: Amsterdam Univ. Press.





Co-funded by the  
Erasmus+ Programme  
of the European Union



## **FENICE: Fostering Entrepreneurship and Innovation in Cultural and Creative Industries through Interdisciplinary Education** is co-funded by the Erasmus+ Programme of the European Union.

**The project is an initiative of 5 academic and research institutions:**



[www.fenice-project.eu](http://www.fenice-project.eu)

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.