

A journey through the wormhole

How art & entrepreneurship should interact for the future of our society

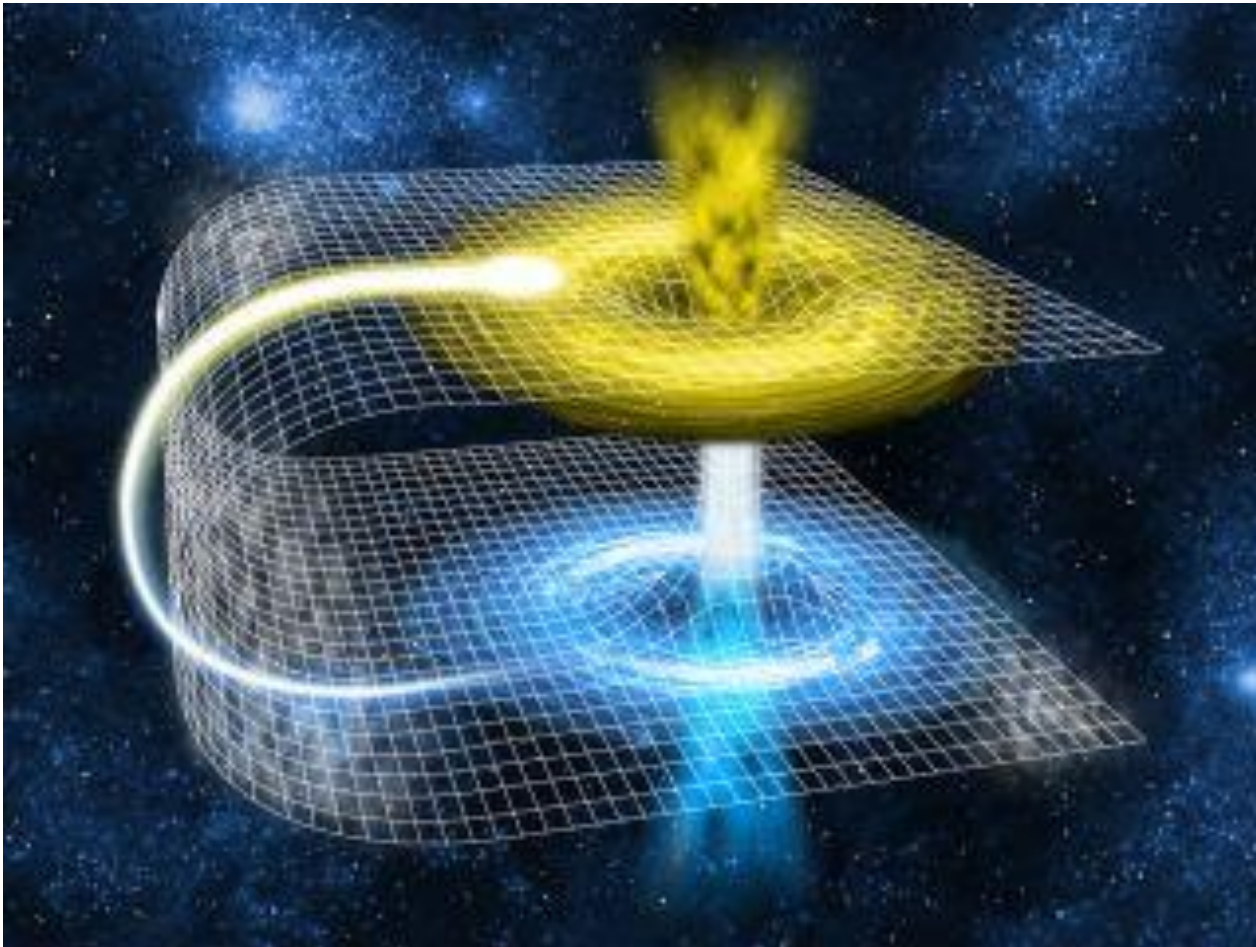
Collaboration by:

LUSCINUS
| / | | |

✦
BALTAN
LABORATORIES

In the framework of:

RegionArts
Interreg Europe



Wikipedia: A wormhole is a **speculative structure linking disparate points in spacetime.**

Space.com: Wormholes may not only connect two separate regions within the universe, they could also **connect two different universes.**

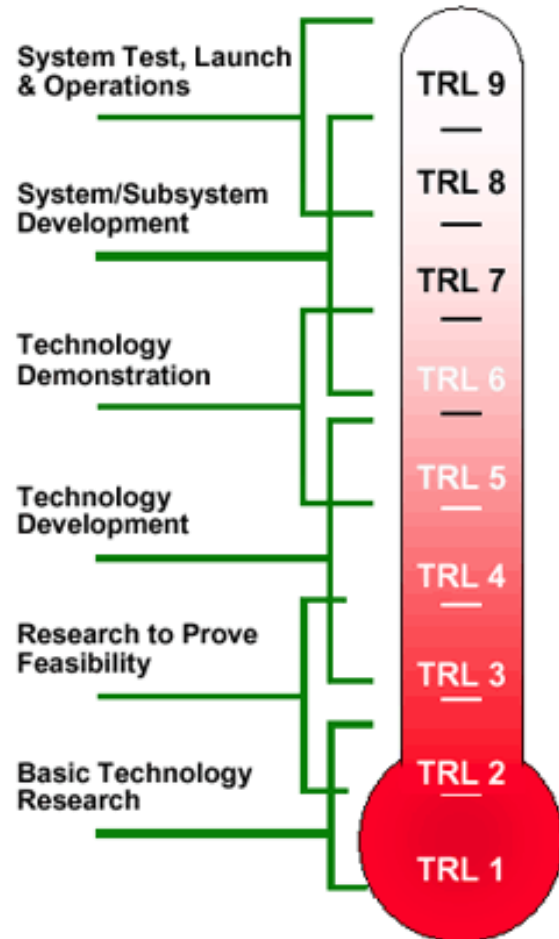






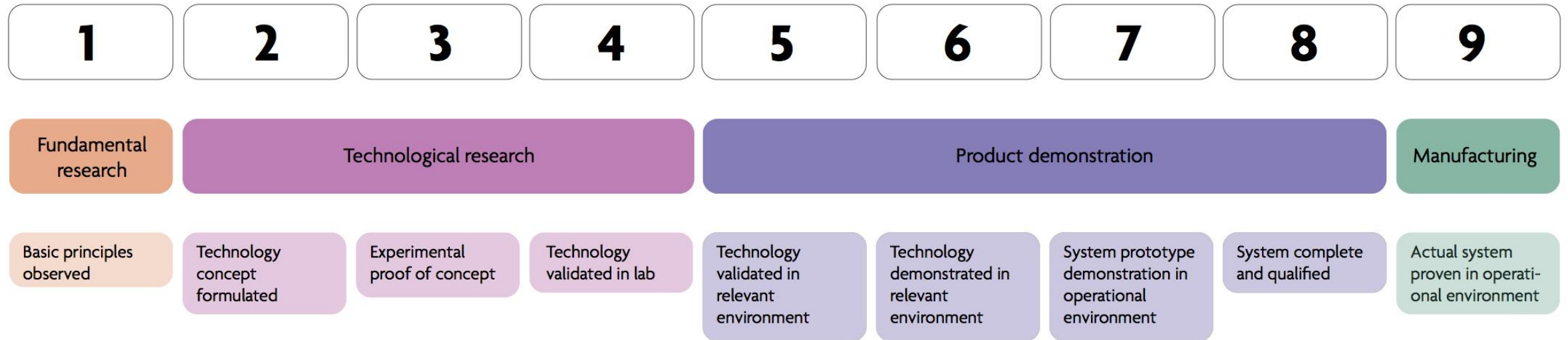


Let's launch something into space

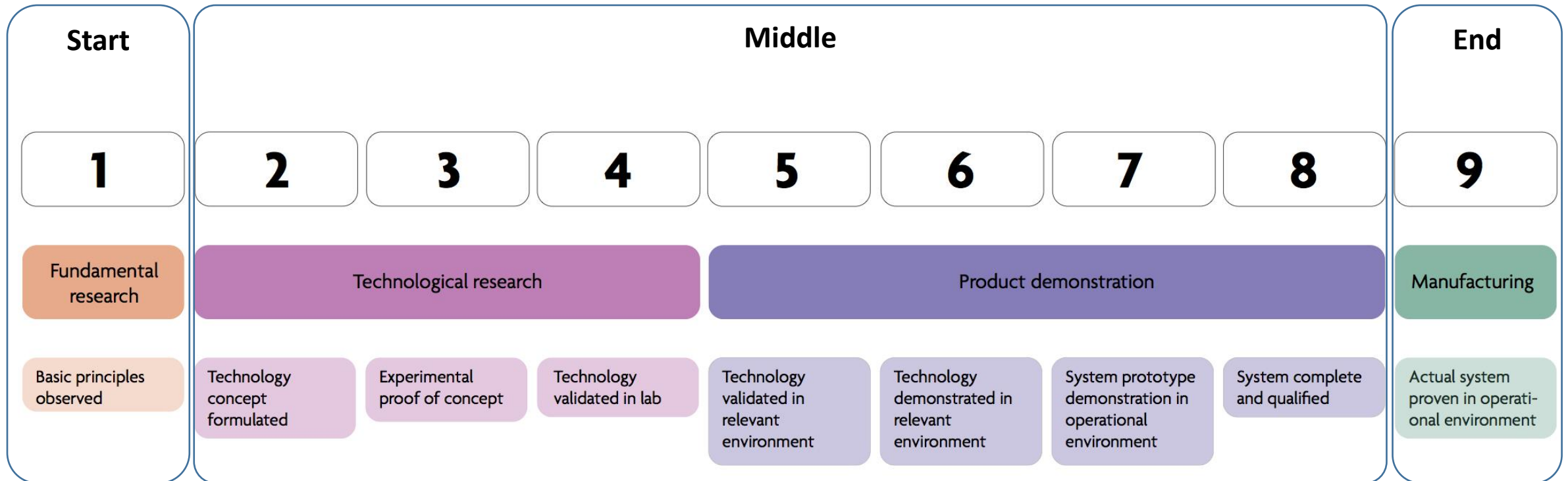


Technology Readiness Level (TRL)
NASA – 1970's

Adopted by technology and startup scene



Adopted by technology and startup scene



Adopted by technology and startup scene



2012-2016:
Student race
“World Solar
Challenge”

-

Can we
make an
energy-
positive car?

Technological research

Product demonstration

2019: Press announcement
functional prototypes

Manufacturing

2022:
Manufacturing

-

7.5 miles per
hour of sunlight
450 miles on full
battery



Tuned towards creative industries

Fundamental research

Technological research

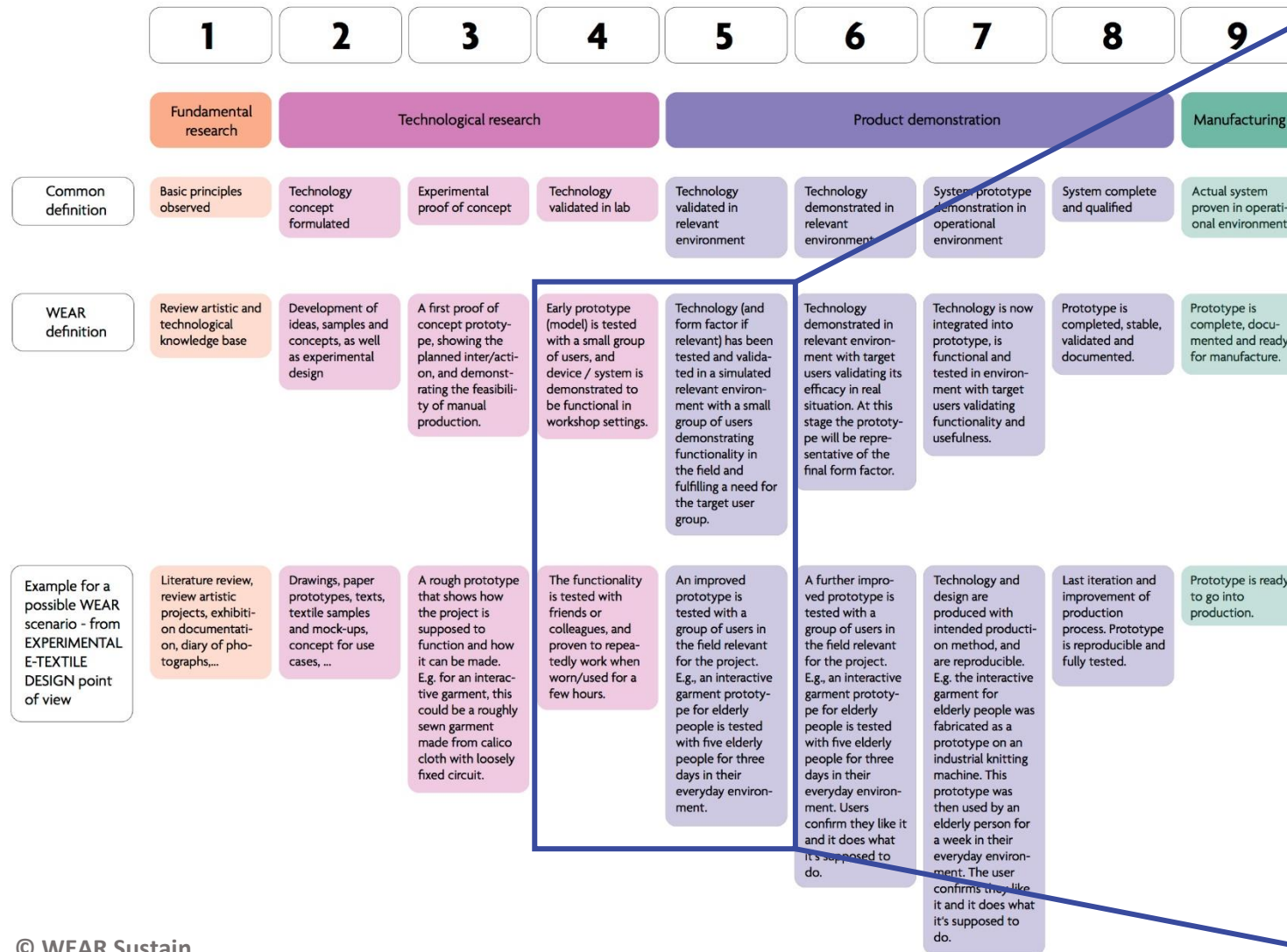
Product demonstration

Manufacturing



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Tuned towards creative industries



Early prototype (model) is tested with a small group of users, and device / system is demonstrated to be functional in workshop settings.

Technology (and form factor if relevant) has been tested and validated in a simulated relevant environment with a small group of users demonstrating functionality in the field and fulfilling a need for the target user group.

The functionality is tested with friends or colleagues, and proven to repeatedly work when worn/used for a few hours.

An improved prototype is tested with a group of users in the field relevant for the project. E.g., an interactive garment prototype for elderly people is tested with five elderly people for three days in their everyday environment.



From smiling doors to smiling doors



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 Alina Tkachenko • 2nd
Follow me for incredible tech, marketing, real estate tips co...
5mo • Edited • 

+ Follow ...

This should be in every supermarket in the world! Do you agree?

#kindness

You must smile in order to enter this Denmark supermarket 😊 🇩🇰



▶ ⏪ ⏩ 🔊 0:10 / 0:34 1x 

   31,246

2,304 comments • 5,665 shares

From smelling iPad to NFC-enabled games



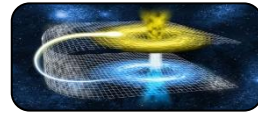
©Peter De Cupere



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Common framework for art & entrepreneurship

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9



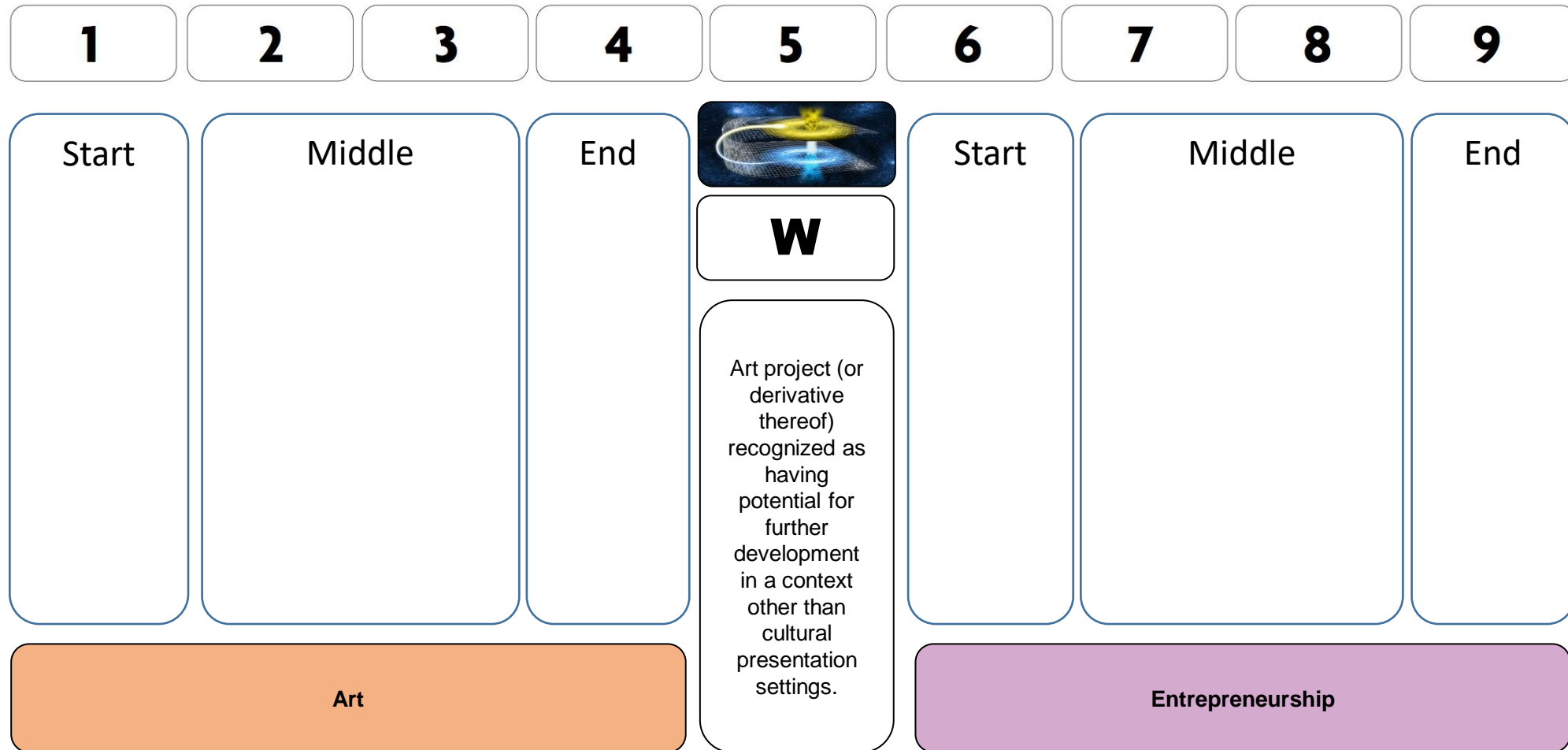
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Art project (or derivative thereof) recognized as having potential for further development in a context other than cultural presentation settings.

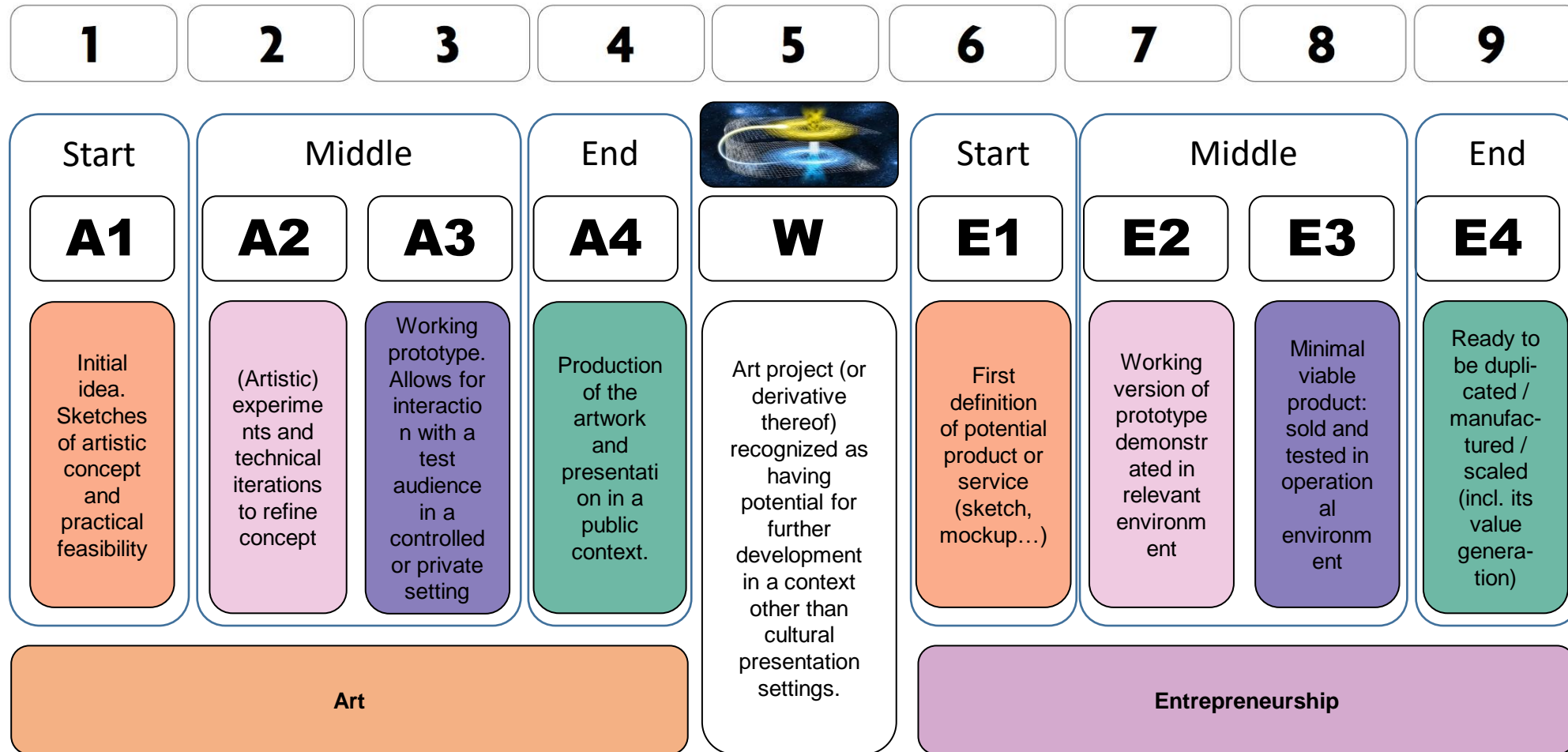
Art

Entrepreneurship

Common framework for art & entrepreneurship



Common framework for art & entrepreneurship



Time for some role-playing

Enjoy your trip through the
wormhole!



Where is the potential value?

- Discussion:

“For which people or organizations could this framework be helpful? Describe concrete scenario’s on how and when the framework could be used.”

Let's start using it

- Discussion:

“For which people or organizations could this framework be helpful? Describe concrete scenario's on how and when the framework could be used.”

- We identify 4 main user groups:
 - Artists
 - “Clients” / “Innovators” (public and private)
 - Policy makers
 - ‘Intermediary’ / support organizations (e.g. Baltan)

Embrace collisions

The unexpected always beats the obvious...

**Want to know more?
Invite us for a lecture or
workshop.**



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