RegionArts
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FROM ART PROJECTS TO SOCIETAL IMPACT: A VALIDATION TOOL

BALTAN LABORATORIES

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EINDHOVEN CONTEXT

TECHNOLOGY

DESIGN

KNOWLEDGE

diving into a sea of colours, **studio spreefunkeln/daniel margraf. glow 2019**

ARTS / ICT SECTOR

brainwave wedding, **lancel|maat and baltan laboratories. dutch design week 2019**

ACTION PLAN

VALIDATION TOOL

	Fase I: Artistic research			The wormhole	Fase II: Go to market / application				
Concepting	**Artistic development**				**Product development**				**Manufacturing**
1a	1b	1c	1d	w	2a	2b	2c	2d	2e
Initial idea. Sketches of artistic concept and technical feasiblity.	Conducting (artistic) experiments and technical iterations to refine concept.	Working prototype. Allows for interaction with a test audience in a controlled or private setting.	Production of the artwork and presentation in public context.		Idea, sketch or initial prototype recognized by 'receiving' party (e.g. potential final beneficiary) as valuable product or service for given domain.	Working version of prototype demonstrated and tested as product or service in relevant environment.	"Minimal viable product": next version of prototype tested in operational environment	Product or service meets requirements for production at desired quality and quantity and deployment in operational environment.	Product or service can be duplicated / manufactured / scaled (incl. its value generation)

ACTIONS

1) experimenting with the tool and validate

2) new mapping analysis of the existing support system

3) include the validation tool in municipal policy and start developing a supportive ecosystem

IMPACT INDICATORS

acceptance and usability of the tool

increased understanding of what is needed to create a supportive ecosystem for artistic- and concept-driven projects

NEXT STEPS

publishing the validation tool

facilitate workshops and information sessions for:

- (cultural)funds
- network events

THANK YOU!

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