



TEATTERIKORKEAKOULU
TEATERHÖGSKOLAN

Theatre Academy Helsinki and the Training Artists for Innovation –project warmly welcomes you to a seminar on

**TRAINING ARTISTS FOR INNOVATION:
ARTISTIC INTERVENTIONS AND INTERMEDIARIES**

Date: Thursday 11.10.2012

Location: Theatre Academy Helsinki, Haapaniemenkatu 6, 00530 Helsinki, Finland

An artistic intervention is a way to stimulate creativity, personnel development, disruptive thinking, new interactions, and new perspectives – i.e. the core of innovation in organizations. In the heart of artistic interventions is the capacity of artists to subvert and challenge routines, mind-sets and traditional management processes.

Intermediaries are organizations that offer intermediation services between artists and businesses. Intermediaries have a significant role “in acting as an interface between worlds which are only starting to know each other, helping to build trust and understanding of objectives and expectations, and developing or fine-tuning working methods” (European Commission, Green Paper on unlocking the potential of cultural and creative industries. 2010, p. 19).

This free seminar is organized by Theatre Academy Helsinki as part of the EU Culture Programme –funded project Training Artists for Innovation. Training Artists for Innovation (TAFI) is a unique two-year project to investigate creative interventions in business. The project examines the stimulation of innovation and creativity in European businesses through the intervention of artists. At the seminar you get to meet specialists on artistic interventions from Belgium, Denmark, Finland, the Netherlands, Spain and Sweden.

Seats are limited – make your reservation now!

To make a reservation, please use the following link:

https://www.lyyti.fi/ilmoittaudu/ARTISTIC_INTERVENTIONS_AND_INTERMEDIARIES_9079

Programme

8.45 – 9.15 Registration
9:15 – 9:30 Opening words
9:30 – 10:15 Keynote on intermediaries
Director Strategic Alliances, Pia Areblad, TILLT, Sweden

Break (15 minutes)

10:30 – 11.45 What is it to be an artist in interventions? A Forum Theatre Workshop
Actress Niina Nurminen, Artsense Oy

11:45 – 13:15 Lunch (at your own expense)

13:15 – 15:00 Practical workshops (choose a workshop as you make your reservation)

1. Training Specialists on Artistic Interventions: From Competencies Towards a Curriculum – Generating Aims and Objectives
2. The Process Manager's Role in Artistic Interventions: Challenges and Expectations
3. Competencies in Artistic Interventions I: Engaging a Group – Collective Exploration and Meaning-making
4. Competencies in Artistic Interventions II: Seeing Differently – Challenging Conventions
5. Competencies in Artistic Interventions III: Listening your thoughts by moving

15:00 – 15:15 Coffee Break

15:15 – 16:00 Sharing notes and experiences from the workshops

16:00 – 16:45 Steps Forward: A Round without a Table

16:45 – 17:00 Closing Words (C535)

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For more information, please contact:
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