

SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY IN AN INNOVATION SOCIETY

10th EDITION

June 21 – July 9, 2018

Montreal | Berlin | Barcelona





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WELCOME WORD

10 years of Creativity for Innovation!

Dear participants,

Welcome to the 10th edition of the Summer School on Management of Creativity and Innovation. Initiated in 2009, as a collaborative project between HEC Montréal and the University of Barcelona, the Summer School became such a success that, in order to celebrate this 10th anniversary, we decided to extend the program to Berlin, with a new partner: Freie Universität Berlin. With these three world-class universities, the Summer School will offer a unique opportunity to discover and experience three exceptional creative cities, homes of diverse and dynamic creative ecosystems.

The Summer School project aims at bringing together passionate people with different worldviews and experiences – academics, industrialists, artists, policy-makers, entrepreneurs, students – from different cultures and different age groups, in order to discover through a shared experience the multiple dimensions of creativity, and to translate it in purposeful and impactful innovation projects. During two intensive weeks, the participants will work together to learn tools, technics, methods and practices of creativity to feed innovation, and make a difference. They will co-create new business models, will collaborate on international creative projects, and will co-design new solutions for business, and organizational or social issues.

One of the main results of the Summer School is the progressive building of a community of passionate people (over 650 alumni since 2009!), who well beyond the end of the program, will continue creating common projects, exchanging ideas, and applying these creative insights and methods in their daily professional activities, with a head full of possibilities for improving their organisations, their careers, their networks... and the World!

The participants of this very special 10th edition will have the privilege to discover a myriad of creative activities, companies and cultural institutions that are at the heart of the dynamism of these three cities. They will also have a unique chance to listen to some world famous speakers in the field of creativity and innovation: Nathalie Bondil, Armand Hatchuel, Yannis Mallat, and Ferran Adria, iconic creative Chef, who will deliver the closing speech at the end of the program in Barcelona in honor of this 10th edition.

Let the journey begin!

Creatively yours,

Patrick Cohendet – HEC Montréal
Laurent Simon – HEC Montréal
Lucy Stojak – HEC Montréal
Jörg Sydow – Freie Universität Berlin
Montserrat Pareja-Eastaway – Universitat de Barcelona
Jaume Valls – Universitat de Barcelona



MONTREAL

PROGRAM WEEK 1 | MTL

THURSDAY, JUNE 21

REGISTRATION / INTRODUCTION / TEAM PROJECTS / 608

VENUE:

-
- > HEC Montréal,
3000, Côte-Sainte-Catherine,
Montreal, H3T 2A7,
Manuvie Room, 1st floor
- > 608: HEC Montréal,
5255 Decelles,
Montreal, H3T 2B1,
Lévis Amphitheater
-

8:00-9:00
Registration

9:00-9:30
Welcome to HEC Montréal
Michel PATRY (Director, HEC Montréal)

Summer School Overview
Patrick COHENDET (Professor, HEC Montréal)
Laurent SIMON (Professor, HEC Montréal)
Lucy STOJAK (Executive Director, Mosaic-HEC Montréal)
Francesc SOLÉ PARELLADA (Professor, Polytechnic University of Catalonia (UPC))
Jaume VALLS (Professor, University of Barcelona)
Alice MELCHIOR (Ph.D candidate, HafenCity University (HCU) Hamburg)

9:30-10:30
Introduction of participants – Getting to know each other
Laurent SIMON & the Summer School Team

10:30-11:00
Break

11:00-12:30
CREATIVE WORKSHOP 1: *El Sapo Mexicano* Workshop
Patrick COHENDET
Laurent SIMON

12:30-14:00
Lunch





PROGRAM WEEK 1 | MTL

14:00-14:30

Team Projects: Overview, guidelines and work dynamic

Patrick COHENDET

Laurent SIMON

Lucy STOJAK

14:30-17:00

CREATIVE WORKSHOP 2: Design thinking

Niels BILLOU (Co-Founder and Executive Director, The Humanos Institute)

17:00

Transfer to the Decelles Building, HEC Montréal

18:00-20:00

Welcome

Lucy STOJAK (Executive Director, Mosaic-HEC Montréal)

Introduction of keynote speaker

Michel PATRY (Director, HEC Montréal)

**Reinventing the museum. A conversation with Nathalie Bondil,
Director General and Chief Curator of the Montreal Museum of
Fine Arts (MMFA)**

Moderators:

Patrick COHENDET (Professor, HEC Montréal)

Laurent SIMON (Professor, HEC Montréal)

Cocktail

FRIDAY, JUNE 22

**THE CREATIVE ECONOMY:
THEORETICAL FRAMEWORK,
METHODS, PRACTICES /
CREATIVE WORKSHOPS**

VENUE

> HEC Montréal,
3000, Côte-Sainte-Catherine,
Montreal, H3T 2A7,
Manuvie Room, 1st floor

8:00-8:30
Continental breakfast

8:30-9:45
The creative economy: main challenges and issues
Patrick COHENDET
Laurent SIMON

9:45-10:15
Participant roundtable 1

10:15-10:45
Break

10:45-12:30
Creative reasoning
Marine AGOGUÉ (Professor, HEC Montréal)

12:30-13:45
Lunch

14:00-15:30
Team challenge presentations and general discussion

Challenge CRIAQ (in collaboration with PROMPT): The digital aerospace ecosystem in Montreal in a context of sustainable mobility: the digitalization of airports
Cédric PRINCE (Program Director, CRIAQ)
Luc SIROIS (Executive Director, PROMPT & Co-founder, Hacking Health)

Challenge Canadian Mobility and Aerospace Institute: Enabling a more productive aerospace workforce through life-long learning
Marco BEAULIEU (Head, University Collaboration, Bombardier Aeronautics and Canadian Mobility and Aerospace Institute)

Challenge Convectair: The *Watchful Home* concept: creating a community of interest to address how we'll be living in the future
Étienne BOLZE (Marketing & Communication Manager, Convectair)

Challenge Hôpital Sainte-Justine: The impact of arts on the health ecosystem
Kathy MALAS (Innovation Platform & Exploration Units Manager, CHU Sainte-Justine)

Challenge 'Catalunya Emprèn' (Generalitat de Catalunya): How to improve the Catalan entrepreneurial ecosystem
Jaume VALLS (Professor, University of Barcelona)

Challenge Via Rail: Station of the Future: What might train stations look like in 2025?
Sean SCHOFIELD (Senior Advisor Innovation, Via Rail Canada)

Challenge Salomon: Biomimicry as a strategy tool for building innovation ecosystems
Jean-Yves COUPUT (Director, Footwear and Business Innovation, Salomon)

Challenge Entretiens Jacques Cartier: How Montreal and Lyon might work in tandem to fight against various forms of exclusion of citizens in modern cities?
Christophe LECANTE (President & Founder, TKM TechKnowMetrix)

15:30-16:00
Break

16:00-16:30
New modes of innovation, practices and application
Patrick COHENDET
Laurent SIMON

16:30-16:45
New modes of innovation, new practices and applications:
Pecha kuchas
Jugaad innovation
Madan RAO (Research Director, Your Story Media & Founder, Jazzuality)

Innovation and 4.0 Industrial Revolution. Challenges and fantasy?
Francesc SOLÉ PARELLADA (Professor, Polytechnic University of Catalonia (UPC))

16:45-17:30
Participant roundtable 2

17:30
Transfer to Le Cercle Restaurant, 6th floor, HEC Montréal

18:00-20:30
CREATIVE WORKSHOP 3: Making the perfect omelette!
Patrick COHENDET
Laurent SIMON

International Jury:
Pierre BALLOFFET (Professor, HEC Montréal)
Francesc SOLÉ PARELLADA

SATURDAY, JUNE 23

ART, CULTURE & CREATIVITY

8:15-9:00
Continental breakfast

9:00-9:30
3Rs: Review – Reflect – Recreate
Christophe LECANTE (President & Founder, TKM-TechKnowMetrix)
Madan RAO (Research Director, Your Story Media & Founder, Jazzuality)

9:30-10:00
State of the arts
Laurent SIMON

10:00-10:30
Cultural policy and the digital disruption
Emilia ZBORALSKA (Interim Director, Transmedia Zone, Ryerson University)

10:30-10:45
Break

10:45-12:45
CREATIVE WORKSHOP 4: Collaborative art therapy
Ekaterina TURKINA (Professor, HEC Montréal)

12:45-13:45
Lunch

13:45-14:30
A flair for creativity
Roger PARENT (Founder, President & Head Creative Director, Réalisations.net)

14:30-15:00
A conversation with local Montreal artists
Moderator:
Alice NIYIZURUGERO (Founder, RadART)
Eddy FIRMIN
Antoine TAVA
Lina VANDAL

15:00-15:15
Break

VENUE:

> Société des arts technologiques (SAT),
1201, boul. St. Laurent,
Montreal, H2X 2S6
Metro station: Saint-Laurent
(Green line)

15:15-17:00
Music, improvisation and creativity
Thierry GATEAU-BEAUPRÉ (Bass & Ph. D. candidate, HEC Montréal)
Martin DESJARDINS (Saxophonist)
Michael COTNOIR (Guitar)
Martin AUGUSTE (Drums)

Jam session
Madan RAO (Research Director, Your Story Media & Founder, Jazzuality)

17:00-17:45
An immersive experience: SAT Fest 2018 in the Satosphere

18:00-19:00
Cocktail at the SAT Foodlab
Free evening





PROGRAM WEEK 1 | MTL

SUNDAY, JUNE 24

DISCOVERING MONTREAL WITH YULISM

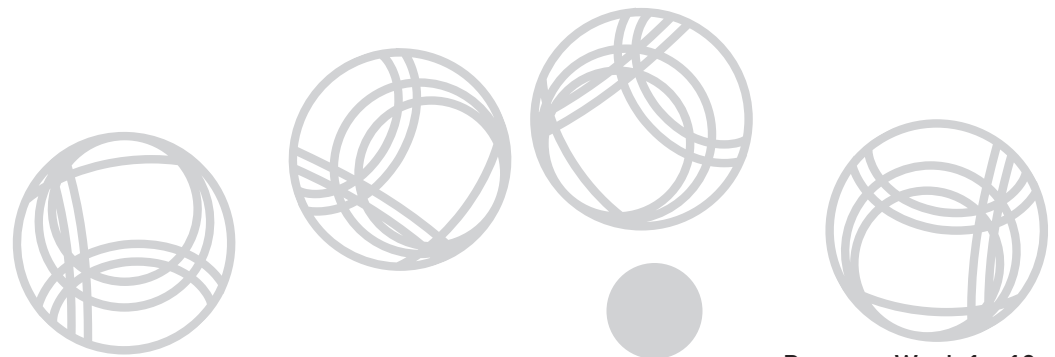
10:45-13:00
Brunch & team project time

VENUE:

.....
> Espace La Fontaine,
3933 av. du Parc-La Fontaine,
Montreal, H2L 0C7
Metro station: Sherbrooke
or Mont-Royal (Orange Line)
.....

13:00-17:00
The YULISM Rallye
Stéphane MARTEL (Founder & CEO, YULISM)
Olivier OFFMAN (Partner & COO, YULISM)
And the YULISTAS!

17:00-19:00
Pétanque competition



MONDAY, JUNE 25

ECOSYSTEMS OF INNOVATION**IN HEALTHCARE****8:00-8:30**
Continental breakfast**8:30-9:30**
Welcome
Isabelle DEMERS (Assistant Director General, CHU Sainte-Justine)
Experiential journey: discovering the new hospital facilities**9:30-11:00**
Innovation to improve health: the case of TransMedtech, living lab of CHU Sainte-Justine
Carl Éric AUBIN (Executive & Scientific Director, TransMedtech)Rethinking the health care system in France
Corinne GRENIER (Professor, Kedge Business School)Innovation ecosystems. The case of the CHU Sainte-Justine
Patrick COHENDET
Laurent SIMON
Kathy MALAS (Innovation and Exploration Platform Units Manager, CHU Sainte-Justine)

Group discussion

11:00-11:15
Break**11:15-12:15**
Lessons learned from innovative ecosystems in healthcare as applied to the team projects
Patrick COHENDET
Laurent SIMON**12:15-13:15**
Lunch**VENUE:**

.....

> CHU Sainte-Justine –
Mother and Child University
Hospital Center,
3175, Côte-Sainte-Catherine,
Montreal, H3T 1C5

.....

13:30-14:00

The Hacking Health Philosophy, preparing the creative workshop on innovative ecosystems in healthcare.

Luc SIROIS (Executive Director, PROMPT & Co-founder, Hacking Health)

14:00-17:00

CREATIVE WORKSHOP 5: applying an Ideathon Competition to the team projects

Luc SIROIS (Executive Director, PROMPT & Co-founder, Hacking Health)

17:00-17:30

Lessons learned from Hacking Health for the team projects

Patrick COHENDET

Laurent SIMON

Luc SIROIS

Free evening



TUESDAY, JUNE 26

INNOVATION IN LARGE**CORPORATIONS /****ARTIFICIAL INTELLIGENCE (AI)****- BIG DATA - IOT****VENUES:**

.....
 > Bombardier Aeronautics,
 500 boul. Côte Vertu Ouest,
 Dorval, H9P 1A2

> Bell Campus,
 1, Alexandre Graham-Bell,
 Île-des-Soeurs,
 Verdun, H3E 3B3

7:30

Meeting point for bus departure
 Hilton Garden Hotel, 380, rue Sherbrooke O., Montreal, H3A 0B1

8:30

Arrival at the Challenger plant

8:45-9:00

Coffee

9:00-9:30

Welcome to the Challenger plant. Bombardier's business aircraft
 Marco BEAULIEU (Head, University Collaboration, Bombardier Aeronautics)

9:30-10:30

Visit of the "Challenger production unit"

10:30

Transfer to auditorium annex

10:40-11:20

Designing the interior of the most luxurious private jet in the
 world: Art between innovation, creativity and engineering!
 Alexandre CURTHELET (Industrial Designer - Global 7000, Bombardier)

11:20

Transfer to buses, departure for Bell

12:15

Arrival at Bell

12:30-13:30

Lunch

13:30-13:40

Welcome

Julie BAILLARGEON (Associate Director, Brand Management, Bell Canada)

13:40-14:20

Big data business solutions

Michael MOLNAR (Director, Business Intelligence and DBM, Bell Canada)

14:20-15:00

How does Bell bring world-class IoT solutions to businesses?

Jean-François MÉNARD (Senior Consultant - Data Solutions and Internet of
 Things (IoT)), Bell Canada)

15:00-16:30

CREATIVE WORKSHOP 6: Introduction to data science

François-Xavier DEVAILLY (Applied Research Scientist, Deep Learning,
 Desjardins)

Johan SABA (Analyst - Technology Watch and Business Innovation, Caisse de
 dépôt et de placement du Québec (CDPO))

16:30-16:45

Break

16:45-17:30

Recap: The use of Big Data for the team projects

Christophe LECANTE (President & Founder, TKM-TechKnowMetrix)

17:45

Return to downtown Montreal

Free evening





PROGRAM WEEK 1 | MTL

WEDNESDAY, JUNE 27

7:30

Meeting point for bus departure
Hilton Garden Hotel, 380, rue Sherbrooke O., Montreal, H3A 0B1

8:00-8:15

Arrival & breakfast

8:30-9:30

Welcome to the CDS
Introduction to the C.LAB
Bernard PETIOT (VP Casting & Performance, Cirque du Soleil)

9:30-10:45

Behind the scenes: a guided tour of the CDS

10:45-11:00

Break and change into sportswear

11:00-12:30

CREATIVE WORKSHOP 7: Acro-artistic activities

12:30-12:45

Transfer to la Coupole

12:45-13:45

Lunch

13:45-14:00

Transfer to la TOHU

14:00-15:15

Welcome & visit
Sustainable development through culture: the example of la TOHU
Stéphane LAVOIE (Director General, la TOHU)

15:15

Transfer to bus, departure for Montreal Soccer Stadium

Visit

6@8 with Yves Pigneur (Professor HEC Lausanne, co-author of the best seller Business Model Generation) (tbc)

VENUES:

-
- > Cirque du Soleil (CDS),
8400, 2^e avenue,
Montreal, H1Z 4M6
- > La TOHU,
2345 rue Jarry Est,
Montreal, H1Z 4P3
- > Stade de soccer de Montréal,
9235 Avenue Papineau,
Montreal, H2M 2G5
- > HEC Montréal,
3000, Côte-Sainte-Catherine,
Montreal, H3T 2A7, 6th floor
- > Restaurant le Cercle
-

THURSDAY, JUNE 28

**TEAM PROJECTS /
CREATIVITY & INNOVATION
AT UBISOFT MONTRÉAL**

8:30-9:00
Continental breakfast

9:00-9:30
3Rs: Review - Reflect - Recreate

9:30-10:00
Berlin as a creative city
Jean-Alain HÉRAUD (Professor, Université de Strasbourg)

Barcelona as a creative city
Jaume VALLS (Professor, University of Barcelona)

10:00-12:00
Team project time

12:00-13:15
Lunch

VENUES:

-
- > HEC Montréal,
3000, Côte-Sainte-Catherine,
Montreal, H3T 2A7,
Manuvie Room, 1st floor
- > Ubisoft Montréal,
5445 De Gaspé,
Montreal, H2T 3B2, 9th floor
-

13:15
Transfer by public transportation to Ubisoft Montréal

14:00-14:15
Introduction
Pierre-François SAPINSKI (Production Director, Ubisoft Montréal)
José ARAIZA (Producer, Ubisoft Montréal)

14:15-14:35
Welcome to Ubisoft
Yannis MALLAT (CEO, Ubisoft Canadian Studios)

14:35-17:25
Game Jam: Live the Experience
Bio Jade ADAM GRANGER (Lead System Designer, Ubisoft Montréal)
Benoit FRENETTE (Game Designer, Ubisoft Montréal)
Alexandre LEQUIN-DORÉ (Animator)

17:25-17:40
Lessons learned & discussion
Laurent SIMON

17:40-19:00
Cocktail

Free evening





PROGRAM WEEK 1 | MTL

FRIDAY, JUNE 29

BRINGING HUMANS CLOSER TO NATURE: A SPACE FOR LIFE

VENUE:

.....
 > Jardin botanique de Montréal,
 4010 Sherbrooke Est,
 Montreal, H1X 2B2
 Metro station: Pie IX
 (Blue Line)

8:15-9:00

Arrival at the Botanical Garden - Welcome Centre
 Meeting at the Biodiversity Center - Breakfast

9:00-9:25

3Rs: Review - Reflect - Recreate

9:30-10:00

How Montréal Space for Life sustains creativity
 Charles-Mathieu BRUNELLE (Executive-Director, Montreal Space for Life)

10:00-10:30

The Insectarium's metamorphosis creative process
 Anne CHARPENTIER (Director, Insectarium)

10:30-10:45

Break

10:45-11:15

Human and Nature Encounters: exploring new approaches of
 programing and marketing

Anne CHARPENTIER (Director, Insectarium)

Sylvie TOUSIGNANT (Public Programs Adviser, Montreal Space for Life)

Lucie ROCHETTE (Marketing Agent, Marketing and Communication, Montreal
 Space for Life)

11:15-12:15

Walk and fun visit of "Nature is your Shelter" installations (weather
 permitting)

With Sonya CHAREST (Educational programs, Montreal Space for Life)

12:15-14:00

Working lunch

Recap week 1

Team project update

FREE AFTERNOON / DEPARTURE FOR BERLIN!



BLN | PROGRAM WEEK 2

SATURDAY, JUNE 30

ARRIVAL IN BERLIN

FREE DAY





SUNDAY, JULY 1

**WELCOME / INTRODUCTION /
BERLIN AS AN URBAN CREATIVE SPACE**

8:40

Meeting point for walk to the FUB classroom
Harnack-Haus, Ihnstraße 16-20, 14195 Berlin

9:00-9:30

Welcome & Introduction

Patrick COHENDET (Professor, HEC Montréal)
Jörg SYDOW (Professor Dr., Freie Universität Berlin)

9:30-10:30

Research Input I: Uncertainty as an asset for creativity

Oliver IBERT (Professor Dr., Freie Universität Berlin & IRS Leibniz Institute for Research on Society and Space)

Gregory JACKSON (Professor Dr., Freie Universität Berlin)

Tobias THEEL (Ph.D. candidate, Freie Universität Berlin)

Lukas VOGELGSANG (Ph.D. candidate, IRS Leibniz Institute for Research on Society and Space)

10:30-10:45

Break

10:45-13:00

Berlin Music Tours

Thilo SCHMIED (President, Berlin Music Tours)

13:00-14:00

Lunch at Spreefeld

14:00-15:00

Guided walking tour: "Holzmarkt as integral part of the East Spree area"

Guide: Thomas HONECK (City of Berlin & Ph.D. candidate, IRS Leibniz Institute for Research on Society and Space)

15:00-15:45

Berlin as an urban creative space

Lutz LEICHSENRING (Founder, Creative Footprint Music)

16:00-17:00

Panel on Celebrating urban creativity

Moderator: Oliver IBERT (Professor Dr., Freie Universität Berlin & IRS Leibniz Institute for Research on Society and Space)

Panelists:

Mario HUSTEN (Board member Holzmarkt 25 e.G.)

Thomas HONECK

Lutz LEICHSENRING

17:00

An evening in the Pampa
Watching the Soccer World Cup!

VENUES:

-
> Freie Universität Berlin (FUB),
Garystraße 21,
Room HS 103
> MEOW GmbH,
Holzmarktstraße 25
.....

MONDAY, JULY 2

**SECRECY IN CREATIVE PROCESSES /
ARTIFICIAL INTELLIGENCE (AI)**

9:00-9:30
3Rs: Review - Reflect - Recreate

9:30-10:30
Research Input II: Secrecy in creative processes
Birke OTTO (Postdoc, Viadrina University)

10:30-11:00
Group discussion

11:00-12:00
Transfer by public transportation

12:00-12:45
Visiting an accelerator: Microsoft ScaleUp
Philipp LAURIM (Strategic Business Consultant, Microsoft ScaleUp Accelerator)

12:45
Transfer to SAP Berlin (tbc)

13:00-13:45
Lunch

13:45
Transfer to SAP Data Space

14:00-14:30
Welcome to SAP Data Space
Christian STARK (Lead Design Evangelist, SAP)

Design a future we want to live in
Martin WEZOWSKI (Chief Designer & Futurist, SAP)
Upen BARVE (Head of Customer Office, SAP Innovation Center Network)

14:30-15:15
AI for corporations – scalable efficiencies to scalable intelligence
Upen BARVE (Head of Customer Office, SAP Innovation Center Network)

15:15-15:30
Break

VENUES:

- > Freie Universität Berlin (FUB), Garystraße 21, Room HS 103
- > Microsoft ScaleUp, Unter den Linden 17
- > SAP Data Space, Rosenthaler Str. 38
- > Spree & Havel Schiffahrt, Schiffbauerdamm 12, 10117 Berlin

15:30-16:00

Panel discussion around Machine Learning and AI
Moderator: Christian STARK

Panelists:
Martin WEZOWSKI (Chief Designer & Futurist, SAP)
Upen BARVE (Head of Customer Office, SAP Innovation Center Network)
Summer School participants

16:00-18:00
Team project working time

18:00-19:00
Free time

19:00-21:30
Dinner & cruise



Tuesday, July 3

**CO-PRESENCE IN
CREATIVE PROCESSES /
SCIENCE & CREATIVITY /
MUSEUM ISLAND**

VENUES:

-
- > Freie Universität Berlin (FUB),
Garystraße 21,
Room HS 103
- > WISTA Science &
Technology Park,
Rudower Chaussee 17,
12489 Berlin, Einstein Room
- > Museumsinsel,
Hackescher Markt
-

- 9:00-9:30**
3Rs: Review – Reflect – Recreate
- 9:30-10:30**
Research Input III: Co-presence in creative processes
Gernot GRABHER (Professor Dr., HafenCity University (HCU) Hamburg)
Jörg SYDOW (Professor Dr., Freie Universität Berlin)
Alice MELCHIOR (Ph.D. candidate, HafenCity University (HCU) Hamburg)
- 10:30-11:30**
Transfer by public transportation to the WISTA Science &
Technology Park in Adlershof
- 11:30-12:15**
Managing for innovation in a Science Park and an Optics Cluster
Bernd LUDWIG (WISTA Management Adlershof)
Frank LERCH (Professor Dr., Director, OpTecBB)
- 12:15-13:00**
History of the Science Park Adlershof
Elmar KULKE (Professor Dr., Humboldt Universität Berlin)
- 13:00-13:45**
Lunch

13:45-14:30

Guided walking tour of the Science Park Adlershof
Bernd LUDWIG
Frank LERCH

14:30-15:15

Transfer by public transportation to Museumsinsel

15:30-18:00

Introduction to the Museumsinsel and to the Museum
for Früh-und Vorgeschichte
Dr. Matthias WEMHOFF (Professor Dr., Director, Museum for Früh-und
Vorgeschichte)

Museum visit

End of Berlin portion of the Summer School

Free evening



BARCELONA

PROGRAM WEEK 2 | BCN

WEDNESDAY, JULY 4

DEPARTURE FOR BARCELONA!

WELCOME TOUR

18:50

Meeting point: Plaça Catalunya (Bus stop in front of Olivia Plaza Hotel)

19:00-21:00

Bus tour "Highlights of Barcelona" (optional)





PROGRAM WEEK 2 | BCN

THURSDAY, JULY 5

CATALAN GASTRONOMY AND CREATIVITY

VENUE:

> Fundació Alícia,
Sant Fruitós del Bages

7:30

Meeting point: Plaça Catalunya
Transfer to Sant Fruitós del Bages, Fundació Alícia

8:45-9:15

Coffee

9:15-9:30

Planning of the week and welcome to the Fundació Alícia

Jaume VALLS (Professor, University of Barcelona)

Montserrat PAREJA-EASTAWAY (Professor, University of Barcelona)

Toni MASSANES (Director, Fundació Alícia)

Introduction of week 2 participants

9:30-11:45

The sense of the senses. The sense of Alícia

Judit AUGÉ (Món Sant Benet)

Jaume BIARNÉS (Chef, Fundació Alícia)

11:45-12:15

Break

12:15-12:30

3Rs: Review - Reflect - Recreate

12:30-13:30

Catalan Cuisine and the Restaurant 7 Portes

Francesc SOLÉ PARELLADA (Professor, Polytechnic University of Catalonia (UPC))

13:30-14:30

Creative pastry

Yann DUYTSCHÉ (Master pâtissier-chocolatier-artist, Dolç)

14:45-16:15

Lunch

16:15-18:00

Team project working time

18:00

Return to Barcelona city center



PROGRAM WEEK 2 | BCN

FRIDAY, JULY 6

DESIGN & INNOVATION /

CULTURE & CREATIVITY

VENUES:

-
- > Roca Gallery,
c / Joan Güell, 211
Metro Maria Cristina
- > Pati Manning,
Carrer de Montalegre, 7
- > Restaurant 7 Portes,
Passeig Isabel II, 14
-

8:45

Welcome Coffee

9:15-9:30

Welcome to Roca Gallery concept
Georgina PALAU (Manager, Roca Barcelona Gallery)

9:30-10:30

Innovation at Roca
Josep CONGOST (Innovation and Design Director, Roca)

10:30-11:00

3Rs: Review – Reflect – Recreate

11:00-11:30

Break and visit of the Barcelona Roca Gallery

11:30-12:30

From concept to reality
Andreu CARULLA (Designer, Andreu Carulla Studio)

12:30-13:30

Are you an innovation leader?
Enric BARBA (President of the Innovation and Technology Club of CECOT)

13:30

Transfer to Pati Manning

14:30-16:15

Lunch & Team project work time

16:15-17:00

Citizen Science: Collective Research in Action for Social Change
Josep PERELLÓ (Professor, University of Barcelona)

17:00-18:00

We are all creative but how to apply it. Two personal views on
creativity.
Cesc GELABERT (Co-director, Gelabert Azzopardi / Choreographer/Dancer)
Lydia AZZOPARDI (Co-director Gelabert Azzopardi / Costume designer)

18:00-19:00

Anys Llum
Eugenia BALCELLS (Artist)

21:00

7 Portes Dinner (Optional)



PROGRAM WEEK 2 | BCN

SATURDAY, JULY 7

SCIENCE, TECHNOLOGY & CROSS-SECTORAL INNOVATION / CITY & INNOVATION DISTRICTS

VENUES:

.....
> CosmoCaixa,
Carrer d'Isaac Newton, 26
.....

8:10

Meeting Point: Plaça Catalunya (Bus stop in front of Olivia Plaza Hotel)

9:00-9:30

Welcome Coffee

9:30-10:00

CosmoCaixa welcome speech

10:00-10:15

3Rs: Review - Reflect - Recreate

10:15-11:30

Rethinking Design and creation: Lessons from C-K theory
Armand HATCHUEL (Professor, École des Mines, Paris)

11:30-12:00

Coffee Break

12:00-12:45

Zero 2 Infinity

José Mariano LOPEZ-URDIALES (Founder & CEO, Zero 2 Infinity)

12:45-13:15

Montreal and Barcelona: an economic overview

Conversation with Alfons CALDERON (Director, Bureau du Québec in Barcelona)

13:15-14:00

Visit of CosmoCaixa

14:15-16:00

Lunch & Team project time

16:00-17:00

Art and Culture at the crossroads: challenges and actions

Tere BADIA (Secretary General, Culture Action Europe, Brussels)

17:00-17:15

Coffee

17:15-18:45

Barcelona and innovation district 22@

David MARTINEZ (Fundació BIT Habitat, Barcelona City Council)

Oriol ESTELA (Metropolitan Region of Barcelona Strategic Plan)

Montserrat PAREJA-EASTAWAY (Professor, University of Barcelona)

Free evening

SUNDAY, JULY 8

ENTREPRENEURSHIP & INNOVATIVE START-UPS

- 8:30-10:30**
Bus tour "Architecture and creative areas of Barcelona"
- 10:30-11:00**
Coffee Break
- 11:00-11:30**
Creative and Innovation Spaces, State of Art
Alfons CORNELLA (Founder, Infonomia and Co-society)
- 11:30-12:45**
Creative Spaces: a debate
Alfons CORNELLA
Ignasi CAPDEVILA (Associate Professor, PSB Paris School of Business)
Pep TORRES (Inventor & Founder of the Museu d'Idees I Invents de Barcelona (MIBA))
- 12:45-13:30**
Understanding customers to future-proof your business model
Olga SGANZERLA (Associate, Innovation Consulting, Claro Partners)
- 13:30-14:00**
3Rs: Review - Reflect - Recreate
- 14:00-14:45**
Lunch
- 14:45-15:45**
Team project working time
- 15:45-16:45**
4 creative startups (tbc)
- 16:45-18:15**
A city of startups
Pere CONDOM (Director, Catalunya Emprèn)
Itziar BLASCO (Barcelona Activa)

VENUE:

> Institute of Next. Mariá Aguiló 28

MONDAY, JULY 9

TEAM PRESENTATIONS & CLOSING CEREMONY

- 8:45-9:15**
Welcome coffee
- 9:15-9:45**
3Rs: Review - Reflect - Recreate
- 9:45-11:45**
Team project working time
- 11:45-12:00**
Break
- 12:00-12:45**
Team project working time
- 12:45-14:00**
Team Project Presentations
- 14:00-15:00**
Lunch
- 15:00-16:00**
Final creativity performance
Xavi LOZANO (Musician, Bufa & Sons)
- 16:00-16:30**
Coffee break
Transfer to 690 Building
- 16:30-17:15**
Closing ceremony
Patrick COHENDET (HEC Montreal)
Albert CIRERA (University of Barcelona)
Miquel Àngel ESSOMBA (Barcelona City Council)
Francesc SOLÉ PARELLADA (UPC)
Alfons CALDERON (Bureau du Québec)
- 17:15-18:15**
Beyond gastronomy. Efficient & long-lasting creativity
Ferran ADRIÀ (Chef)
- 18:30**
10th Summer School Anniversary Celebration!

VENUES:

> Faculty of Economics and Business,
UB, Av. Diagonal, 696,
Metro Zona Universitària
Morning: 696 Building.
Afternoon: 690 Building.

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| | |
|-----------------------------------------------------------------------|---------------------------------------|
| Bell Canada | Michelin |
| Bombardier Aeronautics | Montreal Botanical Garden |
| CDPQ (Caisse de dépôt et de placement du Québec) | Montreal Museum of Fine Arts |
| Catalunya Emprèn | Montreal Space for Life |
| CHU Saint-Justine | Polytechnic University of Catalonia |
| Cirque du Soleil | PROMPT |
| Convectair | RadART |
| CRIAQ (Consortium for Research and Innovation in Aerospace in Quebec) | Réalisations.net |
| Desjardins | Ryerson University |
| Entretiens Jacques Cartier | Salomon |
| Espace Lafontaine | Société des arts technologiques (SAT) |
| Freie Universität Berlin | Stade de soccer de Montréal |
| Hacking Health | The Humanos Institute |
| HafenCity University (HCU) Hamburg | TKM-TechKnowMetrix |
| HEC Lausanne | TransMedtech Institute |
| HEC Montréal | Ubisoft Montréal |
| Insectarium | University of Barcelona |
| Jazzuality | Via Rail Canada |
| Kedge Business School | Ville de Montréal |
| La TOHU | Yncréa |
| | Your Story Media |
| | YULISM |

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European Viadrina University

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HafenCity University (HCU) Hamburg

HEC Montréal

Holzmarkt 25 e.G.

Humboldt Universität Berlin

IRS Leibniz Institute for Research on Society and Space

Microsoft ScaleUp Accelerator

Museum for Früh-und-Vorgeschichte

Museumsinsel

OpTecBB

Reederei Grimm & Lindecke

SAP

SAP Innovation Center Network

WISTA Science & Technology Park at Adlershof

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|-----------------------------------------------|-------------------------------------------------------|
| Ferran Adrià | Gelabert Azzopardi |
| Eugenia Balcells | HEC Montréal |
| Barcelona Activa | Infonomia |
| Bufa&Sons | Institute of Next |
| Bureau du Québec in Barcelona | Metropolitan Region of Barcelona |
| Andreu Carulla Studio | MIBA (Museu d'idees i Invents de Barcelona) |
| Catalunya Emprèn | Món Sant Benet |
| CECOT | Pati Manning |
| Claro Partners | PSB Paris School of Business |
| CosmoCaixa | Restaurant 7 Portes |
| Co-society | Roca Barcelona Gallery |
| Culture Action Europe (Brussels) | Roca |
| Dolç par Yann Duytsche | Universitat de Barcelona |
| École des Mines, Paris | Universitat Politècnica de Catalunya (Barcelona Tech) |
| Fundació Alícia | Zero 2 Infinity |
| Fundació BIT Habitat (Barcelona City Council) | |

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NOTES





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