

#DAY

**STARTS
IN MOTION**

June 30 | 10.00am - 4.30pm CET

Registration on starts.eu

BEYOND BUSINESS:

Art-driven projects shape the economy of the future

A series of events during the day, where the projects selected for **STARTS in MOTION 2021** will present and discuss their art-tech product / service / solution.

STARTS in Motion has been designed to empower artists and technologists in further developing their art-tech project by exploring the business side of the creative endeavors.

- + For 4 months, the 21 teams of the programme have learned about business models, storytelling, public and private funding, development strategies, through group sessions and individual mentoring.
- + It has been an incredible journey, where the potential of their visionary perspectives to push the boundaries of technology have been unlocked.

STARTS in MOTION Day will be dedicated to showcase how innovative art-tech projects are shaping the economy of the future, how much the market of transdisciplinary innovation is vibrant in Europe, and to discuss around the fields they are working in.

MORNING SESSIONS

10.00 -
10.30 am

Opening | *Aurélie Delater, INOVA+, Coordinators of STARTS ECOSYSTEM AND Manager of STARTS in MOTION*

Keynote | *Alexandra Garatzogianni, Head of Knowledge & Technology Transfer at the Leibniz Information Center for Science & Technology (TIB), Coordinator of EU Projects at the Leibniz University of Hannover*

10.30 -
11.10 am

ART-TECH FOR HEALTH

Technologies and platforms addressing health, using art and education, in an inclusive perspective.

Introduction by Marija Butkovic, founder and CEO of Women of Wearables (UK)

- + **VYX by Prosthetic X (NL)**: a tech-driven wearable tailored to the aging population that enhances vital and beautiful living through preventive health monitoring.
- + **Sensewear (AE-IT)**: an inclusive collection of smart garments to stimulate and improve the awareness of our senses as emotional indicators.
- + **Echoes (FR, UK)**: an immersive journey into the human body. An app that enables to listen and watch visualisations of your heart's Ebb and flow.
- + **Cancer ART Gallery (AU)**: An immersive augmented reality experience using pop-culture and nostalgic themes to explain cancer biology.

Time for Q&A with audience

11.10 -
11.45 am

ART-TECH FOR PRIVACY, USER DATA AND DEMOCRACY

Projects focusing on privacy in the digital world, helping users understand the lifecycle of their personal data in the web domain through artistic installations, performances and informative browsers/websites.

Introduction by Tore Knudsen and Bjorn Karmann, Founders of Project Alias (STARTS Prize Winners 2019) (DK)

- + **Invisible Voice (UK)**: Invisible Voice is a computer plugin that shows you information and statistics about the companies and websites you use, as you are browsing the Internet.
- + **Privy to (DE)**: a set of innovative screen and digital works aimed at recapturing and reimagining privacy in a digital world.

Time for Q&A with audience

AFTERNOON SESSIONS

2.00 -
2.30 pm

ART-TECH FOR ENVIRONMENTAL EDUCATION

Using the arts to create awareness and empower citizens on climate change, pollution and history.

Introduction by Panos Sakkas and Foteini Setaki, founders and CEOs of The New Raw (NL)

- + **Go Curb carbon (FR):** an app which combines a carbon calculator, a green wallet and an information page. It aims to bring a new model for encouraging carbon footprint reduction and empowering citizens to adjust their daily choices.
- + **Chernobyl App (UA):** an app to educate, containing both modern news and historical archives of the Chernobyl disaster, 360 spheres, 3D models of exhibits and an augmented reality module.
- + **Pneuma Inside and Out (BE):** a set of VR/AR artworks that show how workers and machines shape and share a single fluid medium of air in a workspace.

Time for Q&A with audience

2.30 -
3.20 pm

ART-TECH FOR MUSEUMS, ARTISTS & THE INDUSTRY

Digital art-driven solutions and platforms supporting the digital empowerment of the cultural heritage, artistic and industrial sectors.

Introduction by Kristina Maurer, Head of EU projects at ARS-ELECTRONICA (AT)

- + **InUncopied.Art (FR):** an open-source software that generates art certificates of authenticity and digital inventories of art collections.
- + **Unmute (US):** an online art exhibition platform to showcase digital art, democratize curation, and let art reach more people.
- + **Digital fashion framework (UK):** a digital innovation lab building an immersive, v-commerce platform which will allow users to create, trade and wear virtual fashion and game skins in the metaverse using Extended Realities.
- + **Wekit-ecs (UK):** an Extended Reality 'Experience Capturing' system which enables artists to transmit, document and preserve their work and their practice.

Time for Q&A with audience

3.20 -
4.15 pm

ART-TECH EXPLORING THE HUMAN

Interactive and generative art projects exploring human relationality, emotions, gender, LGBTQIA+ and BIPOC communities' empowerment - through panel discussions, installations and (virtual) art galleries.

Introduction by Camille Baker, Professor at UCA, artist, researcher (UK)

- + **Galath3a (DE)**: A robotic arm mirroring human gestures that prompts questions about the nature of gender associated behaviours.
- + **W21- Women 21st Century (UK)**: A feminist research that calls into question the patriarchal perspective in the scientific discourse on human bodies.
- + **0 (IT)**: a VR experience - fusion of visual art, video art and interactivity, all while integrating linear storytelling.
- + **Meanade (UK)**: a generative art project that produces artefacts from personal data linking human and machine creative potentials.
- + **Wow Zone (EG)**: an Art Tech Experiential space & concept that bridges the gap between the new media artists and the public
- + **Epoch (US)**: an artist-run virtual experiment, the space functions as an inclusive community building platform supporting queer, trans, and artists of color.

Time for Q&A with audience

4.15 -
4.30 pm

+ WRAP-UP & CONCLUSION

The event will occur online, in English, and will be recorded to be later published on the STARTS EU Youtube channel. By registering, you accept this condition.

This event is organized by the consortium of STARTS ECOSYSTEM, with the support of the European Commission.

REGISTER