



HORIZON-CL4-2021-HUMAN-01-21

What are we looking for?

Art stimulates creative approaches for innovation in industry and society

- Art-driven use experiments:
 - Elaborate in one or more of the sectors identified in the call concrete challenges to which artists jointly with end-users/stakeholders can contribute.
 - Push for concrete solutions together with end-users.
- STARTS residencies for artists:
 - Launch Open calls for artists and artist-SME teams to propose art-driven use experiments with (digital or bio) technologies.
 - Follow/mentor these residences so they contribute to overall goals of project and advance towards concrete solutions.
 - Provide access for artists to cutting edge technology (either in or mediated by consortium).



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What we want to achieve

Contribute to a paradigm shift in European R&I that relies on synergies between technology, scientific and artistic excellence.

- Art-driven design of disruptive products and services respecting the human dimension and contributing to the twin transition.
- Art-driven adoption of digital technologies in industry and in society.
 - Art-driven design increases trust in/acceptance of digital technologies in society and industry and thereby novel uses of technology.
- End-Users (industry, SMEs or regional authorities) in the identified sectors start to team up with the arts to tackle social and ecological challenges.



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The don'ts: What we do not want

Not art for art's sakes - Not technology for technology's sake





- The idea is NOT to have standard R&I projects that add artistic contribution at the end of process but to have a reflected R&I cycle with contributions of the arts at all stages.
- The call is NOT to provide funding to the arts but to have the arts contribute the a new European approach to innovation
- The call addresses all pertinent sectors of industry (it is NOT targeted specifically on CCI)





S-T+ARTS

HORIZON-CL4-2021-HUMAN-01-21 Topic Evolution: Part of S+T+ARTS program

 S+T+ARTS LIGHTHOUSE	 S+T+ARTS RESIDENCIES	 S+T+ARTS PRIZE '20	 S+T+ARTS ACADEMY
Address economic/technological/ social/ecological challenges jointly with artists.	Encourage and facilitate stays of artists in technology institutions	Annual prize honouring successful art and tech collaborations between	Artists and digital experts teach digital skills e.g. to young adults
The four STARTS pillars			

The present call continues the STARTS lighthouse pillar.
STARTS residencies are used as a way to implement the project.

In spirit of 'Digital innovation hubs' (DIH) STARTS explores links to the arts to help in uptake of digital technology via artistic experimentation

STARTS promotes a new approach to European innovation rooted in arts and culture. It has conceptual links to New European Bauhaus: art and tech facilitate the twin transition.

Info on running projects on starts.eu (among others MINDSPACES and REFREAM)





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Key actors: Who do we expect to submit?

- All sectors of industry that contribute to the areas mentioned in the call but in particular all digital players.
 - Proposals can address one or more sectors but need to make sure to address the main goal of call to induce art-driven innovation practices.
- Artists are key: funding mainly via FSTP
 - Having artists as partners is not excluded.
- Consortia should have competency in working at frontier of art and technology.
- Consortia need competencies in chosen areas and an understanding of the STARTS framework.
- Consortia should be able to provide access to pertinent technologies(either in their consortium or by facilitating access)





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Art-driven use experiments and design

Additional information on call

<https://www.starts.eu/art-driven-use-experiments-and-design-starts-call-2021/>

Additional information on STARTS

<https://www.starts.eu/>

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The logo for S-T+ARTS, consisting of the letters "S", "T", and "ARTS" in a bold, white, sans-serif font, with a plus sign between "T" and "ARTS". The logo is set against a solid black rectangular background.

S - T + ARTS