

# NICE Award 2017

Since 2013, the annual NICE Award has been promoting innovations through the cultural and creative sectors, and their integration into the wider economy and society, with the aim of tackling the major challenges of our future today. To this end, the NICE Award creates visibility and know-how transfer throughout Europe for innovations that have been overlooked until now. It kicks off debates and sparks ideas in industry, culture and government, and motivates cultural and creative makers to be innovative and more experimental. The 2017 NICE Award addressed the topic

## “Creating an Inclusive World – A Call for Transformative Innovations”

In a globalised world, the economy needs a constant supply of ideas that are not only new, but above all sustainable and inclusive ideas that benefit people individually and as a society. Without inclusion, a global economy and open society cannot be successful. The European creative industries are a vital driving force for innovations. This is demonstrated by the ten outstanding innovators from seven countries (Armenia, Germany, France, Greece, Great Britain, the Netherlands and Spain) who have been shortlisted this year. All shortlisted projects build bridges between worlds. The international jury of experts led by Anne Stenros, Chief Design Officer of the City of Helsinki, selected them from 110 submissions from 23 countries.

## NICE Network

The Network for Innovations in Culture and Creativity in Europe (NICE) was set up in 2013 as a smart, cross-sector consortium of 15 cities, universities, agencies and prominent individuals from eight countries, under the lead of the european centre for creative economy (ecce) in Dortmund. In 2017 the network consists of 32 partners from 15 countries and is steadily increasing. NICE is a non-profit initiative funded by the Ministry for Culture and Science of the State of North Rhine-Westphalia. The network organises the annual NICE Award and exchange meetings to promote the spillover effects of the cultural and creative sectors for e.g. innovation, urban development and economic growth, as set out in the Europe 2020 strategy. NICE aims to raise awareness and thereby influence policy makers in the whole of Europe to support the cross-sector innovative potential of the cultural and creative sectors

## Join the Network!

Do you work at the interface between innovation and the cultural and creative sectors? Do you want to strengthen your Europe-wide network and build new alliances? Do you want to present yourself to and collaborate with the most innovative creative minds from the NICE shortlists of recent years within your region?

Membership is free and open to all interested parties across all sectors:

- Profit and non-profit stakeholders from the cultural and creative sectors
- City administrations / chambers of commerce
- Academic institutions and/or researchers
- Public institutions – from museums and libraries to theatres

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# NICE Jury 2017



Anne Stenros holds a Master of Architecture degree and a doctorate in technology. She has held the position of Managing Director of Design Forum Finland and was the Executive Director of the Hong Kong Design Centre. For ten years, from 2005 to 2015, she was the Design Director at KONE Corporation, a world-leading elevator and escalator company. In 2016 she held a professorship at the Aalto University School of Business as Director of the International Design Business Management (IDBM) Master's programme. Since September 2016 she has been the Chief Design Officer (CDO) of the City of Helsinki.

Gilles Rougon is currently Interdisciplinary Design Manager for EDF R&D. Working both with in-house designers and design consultants, he is in charge of defining, leading and developing design processes and design added value for research and corporate projects with a focus on various energy issues. Indeed, EDF Group is the world's largest power company operating in Europe, Asia and the USA. Gilles joined EDF in 1999 to introduce industrial design in the R&D department. In 2008, EDF received a Design Management Europe (DME) Award for having implemented a sustainable design approach. Prior to EDF, Gilles worked first as an industrial designer for PSA Peugeot Citroën. He holds degrees in design and engineering. Gilles is a founding member of the "designcode" collective of design managers. Elected as a 2015-2017 board member of the World Design Organization (WDO), he is also a member of the boards of APCI and the French art and design school EnsAD, and was formerly a member of the Design Management Institute. In addition, Gilles promotes industrial design through his roles as a lecturer, teacher, writer and consultant.



Prof. Kurt Mehnert studied industrial design at the Academy of Arts in Berlin, where he earned his Master of Design degree. After several years of professional experience, he took up his first university professorship in Dessau in 1994. Together with the teaching staff, he set up the Department of Design and devised the first Master of Integrated Design course. In 1999 he worked abroad as a visiting professor at Rochester Institute of Technology (RIT), New York. In 1995, he set up mehnert | corporate design GmbH & Co. KG in Berlin, which has received several prizes and awards. In 2002, Kurt Mehnert was offered a professorship at the University of Essen in the Department of Industrial Design. He leads the acclaimed industrial design course. From 2004, he occupied the position of Dean of the Faculty of Arts and Design at the University of Duisburg-Essen. In 2007 he transferred the Faculty of Design to the Folkwang University of Arts and was its president from 2009 to 2016.

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## DESIGN THINKING FOR PRISON INDUSTRIES - MAKERIGHT

Central Saint Martins/University of the Arts London  
London / UK  
www.makeright.org

Makeright introduces creativity/restorative processes to prison industries through design-thinking education. The reframing of inmates' behaviour through the design of anti-theft bags is intended to make a social contribution by raising income for charity and building inmate skills, e.g. empathy and resilience.

Photo credits: © Design Against Crime Research Centre



# NICE Jury 2017



Miriam van der Lubbe (1972) is a designer and one of the founders of As Van Eijk & Van der Lubbe. Ever since they joined forces in 1998, the two designers have been working and designing for forward-looking cultural institutions and businesses. Dutch designers and conceptual thinkers Niels van Eijk and Miriam van der Lubbe will rise to any challenge. They gave a preview of the future of cars and created the look of the Dutch National Archive, but are also curators of multiple exhibitions themselves, and their work is featured in the collections of museums around the world. Miriam studied at the University of Art and Design Helsinki, the Design Academy Eindhoven (Man and Living Department), and the Sandberg Institute Amsterdam, from which she graduated in 1998 with a Master of Fine Arts qualification.

Pieter Aarts is a trained information designer and holds an MBA degree in design management. Since 1994, he has worked as a designer and creative director on various brands, identities and clients at (digital) agencies such as Fabrique, Ontwerpwerk, Mijksenaar Wayfinding and TamTam. Today, he is a senior advisor at ContentKings, a leading consultancy in the field of customer insights, UX and content strategy. Pieter Aarts is a board member of the Design Management Network (DMN), which aims to merge the worlds of business, management and creativity, connecting 100 members, including clients (Heineken, Philips, KLM), designers (EdenSpiekermann, VBAT, NPK) and educational institutions (TU Delft, Design Academy Eindhoven, TU/e). Pieter Aarts is also a member of the jury of the Dutch Design Awards (DDA) and the European Design Management Awards (DME). He is a speaker, moderator and guest lecturer at various universities, art schools and colleges.



Industrial designer Markus Wild is an expert in holistic product design, medical design, innovation management and open innovation. As an industrial designer and design consultant, he is deeply committed to making simple, functional new products that can help make people's lives easier. Today, his WILDDESIGN Group is a German design agency with international operations, with locations in the Ruhr region, Munich and Shanghai, and is one of the leading German service providers in the field of medical design. WILDDESIGN's Shanghai office offers a wide service portfolio to target the Chinese market, including product design, packaging design, naming and intercultural branding. The WILDDESIGN Group acts as a full service consultancy, integrating research on user needs, technical requirements and market insights into a successful mass-produced product.

## NICE Partner:

Association of North East Councils Newcastle, UK // Bilbao Metropoli-30 Bilbao, Spain // Birmingham City University Birmingham, UK // BOP Consulting London, UK // Bússola Santa Maria da Feira, Portugal // c2+i // conexiones improbables Vitoria-Gasteiz, Spain // City of Bochum, Germany // City of Dortmund, Germany // City of Essen, Germany // City of Gelsenkirchen, Germany // City of Mannheim, Germany // Comedia London, UK // Creative Industry Košice, Slovakia // Dutch Design Exchange Maastricht, Netherlands // ecce Dortmund, Germany // Enmedio Barcelona, Spain // Gemeente Rotterdam, Netherlands // [ID]Factory Dortmund, Germany // ifa laboratory Brussels, Belgium // IULM Milan, Italy // Krakow Festival Office Krakow, Poland // Kreatiwirtschaft Austria Vienna, Austria // Kultuurikatel Tallinn, Estonia // Leeds2023, Leeds, Great Britain // Mainside Lisboa, Portugal // National Culture and Creative Industry Association Vilnius, Lithuania // Plovdiv 2019 Plovdiv, Bulgaria // Poligon Creative Centre Ljubljana, Slovenia // Trànsit Projectes Barcelona, Spain // World Wider Lab Rotterdam, Netherlands // Zsolnay Heritage Management Ltd, Pécs, Hungary

# NICE Shortlist & Award 2017

## Network for Innovations in Culture and Creativity in Europe

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## IMPRINT

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Prof. Kurt Mehnert © private  
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Pieter Aarts © Dutch Design Awards  
Markus Wild © Fotografie Lina Sommer  
Foto Titelbild © Pierre Grasset



# NEXT GENERATION: TALES OF NETO ANTI-CORRUPTION MOBILE GAME

TUMO Center for Creative Technologies  
Yerevan, Armenia  
[www.talesofneto.eu](http://www.talesofneto.eu)

The game takes place in the fantasy world of Neto, destroyed by the effects of corruption, and our hero, Sevan, discovers a diary left by his grandfather, that holds the clue to the cause of the corruption many years ago. Players must solve the corruption problem to see the world blossom once again.

Photo credits: © TUMO Center for creative technologies



# KENNEN WIR UNS? (DO WE KNOW EACH OTHER?)

Folkwang Universität der Künste (Folkwang University of the Arts)  
Essen, Germany  
[www.demenz-lab.folkwang-uni.de](http://www.demenz-lab.folkwang-uni.de)

‘Do we know each other?’ is an interdisciplinary project that works with and for people with dementia to improve their quality of life. 13 students and their co-designers (caregivers, relatives and/or people with dementia) developed products and services in a very close participatory design process.

Photo credits: © Fang Yuan



# EUROPE BY PEOPLE, THE FUTURE OF EVERYDAY LIVING

Pakhuis de Zwijger  
Amsterdam, The Netherlands  
[www.europebypeople.nl](http://www.europebypeople.nl)

The EU2016 arts & design programme ‘Europe by People, the Future of Everyday Living’ looked into contemporary social issues through arts and design, by providing solutions for everyday living and by being a canvas on which creatives and citizens painted a picture of Europe’s future.

Photo credits: © No Copyright



# OBERHAUS

kitev e.V.  
Oberhausen, Germany  
[www.kitev.de](http://www.kitev.de)

Oberhaus is an artistic approach to upgrading a neglected building and improving the housing situation in the city centre. It focuses on fostering intercultural dialogue between current and future neighbours to create a better life.

Photo credits: © Christoph Stark



# OUISHARE FESTIVAL

OuiShare Experience SAS  
Paris, France  
[www.ouisharefest.com](http://www.ouisharefest.com)

OuiShare Fest is a unique and playful space for interaction, collaboration, and exploration. It is a three-day conference with a ‘TED meets Burning Man feel’, as an attendee once described it. Our speaker line-up of known and undiscovered pioneers will push you outside your comfort zone.

Photo credits: © Stefano Borghi



# EMPOWER PARENTS

Asociación Hablar en Arte  
Madrid, Spain  
[www.empowerparents.net](http://www.empowerparents.net)

Empower Parents is an educational community of families with children with ASD, professionals and cultural spaces. Through cooperative work among these agents, it seeks to make an impact in the community in order to raise social awareness regarding the reality of people with ASD.

Photo credits: © Mireia Vilela



# REFUGEES’ KITCHEN

kitev e.V.  
Oberhausen, Germany  
[www.refugeeskitchen.com](http://www.refugeeskitchen.com)

Refugees’ Kitchen is a mobile kitchen, developed through collaboration between artists and refugees. It was planned, built and operated collectively and now travels from city to city, bringing people together through cooking & eating.

Photo credits: © Christoph Stark



# URBANATIX

DaCapo Kultur offensiv!  
Bochum, Germany  
[www.urbanatix.de](http://www.urbanatix.de)

URBANATIX is all about beat, speed and city heat. Authentic street arts – tricking, dance, parkour, biking and beat boxing – are combined with show artistry in one on- and off-stage concept. Breathtaking shows and a publicly accessible training centre for young street artists and their followers have established URBANATIX as a multi-cultural focal point in the region’s cultural urban life.

Photo credits: © Peter von Felbert

