

ART AS A TOOL OF COMMUNICATION IN CO-CREATION WORKSHOPS



Photos from the creative session of creating the individual art pieces



Examples on how the collective digital art developed during the session.



The venue in Almedalen where the workshop took place

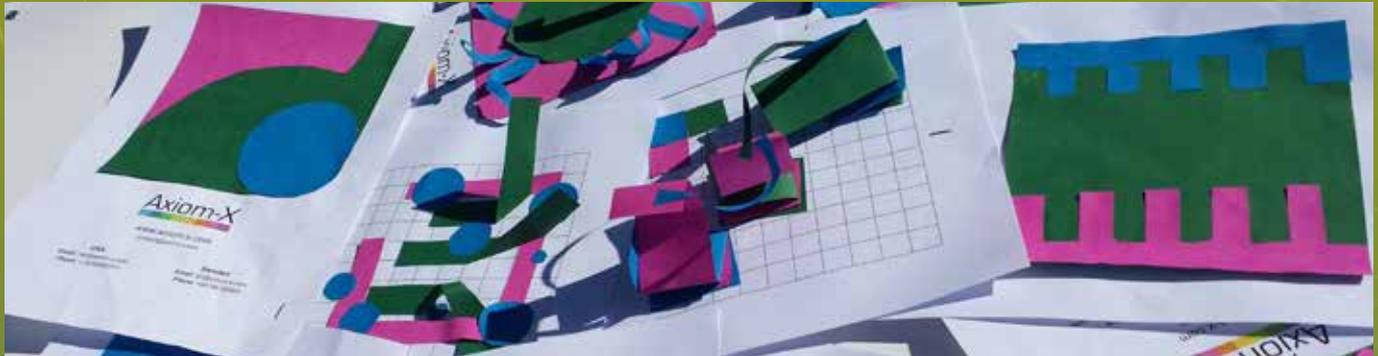


The participants enjoyed the alternative approach of the workshop and it got some attention on social media.



Examples on some of the individual art pieces which was created.

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HSB LIVING LAB

HSB Living Lab is a student housing building on Chalmers Campus Johanneberg. It's a research arena where joint effort between scientists, businesses and its inhabitants will lead to innovations for the future sustainable housing. It involves everything from high-tech solutions to behavioural changes.

Co-creation workshops have been used several times in the work with HSB Living Lab. The aim of the workshops vary but the overall idea is that through co-creation come up with new ideas and create a better understanding of each others perspectives. One of these workshops is described in this poster.

CO CREATION WORKSHOP

A co-creation workshop was performed with HSB Living Lab at Almedalsveckan 2015. In this particular workshop, art was the main tool of communication between the participants.

The background of the participators varied widely, there was researchers, politicians, communication consultants, students, an astronaut and more. The age range stretched from 21 to 70+.

The session started with a brain writing exercise. That won't be described further here but the result was a discussion about what aspects regarding future housing that will have the largest impact towards a more sustainable lifestyle at home. Three aspects were chosen and assigned one color each.

The participants were then given colored papers, scissors and glue, to create an art piece where they used the colors to illustrate how these aspects interact according to themselves.

The goal was to enable the participants to art before they think, instead of think before they write. Hopefully discovering new aspects of the previous discussion. Colored paper is a powerful tool for this purpose, it requires no pre-knowledge. The childish feel makes people relax and not invest in the notion of not being 'good an artist. The result of the art pieces ranged from 2D abstract art, to 3D objects.

Finally the workshop transformed from working on individual art pieces to collective art. Thus realizing the dynamics that exist in society when co-creating the future together with numerous professions and desires. A digital art tool was used which is designed as a chat room where you communicate with squares of different colors instead of words. The goal was not to create a final art piece but rather to analyze how the process developed.

FRIDA BARD

Author of this poster, project engineer (CTH) HSB Living Lab

SHEA HAGY

Co-creation workshop leader, project manager (CTH) HSB Living Lab

AFRA NOUBARZADEH

Co-creation workshop leader, artist and entrepreneur