

Happy cross innovative 2013!

We wish you a Merry Christmas and Happy New Year!



In this newsletter we want to celebrate the start of the project Cross Innovation with the [Good Practices](#) we have collected for you so far. Enjoy them during Christmas and/or your holiday and get inspired!

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CULTURE-BASED INNOVATION



Fits.me

Fits.me is the virtual fitting room for online clothing retailers that addresses and solves the single biggest problem for the e-commerce category: the lack of a fitting room. Accomplished through biorobotic and scientific algorithms, the company uses robotic mannequins that are capable of shape shifting into almost 100,000 different types of body shapes so a consumer can visualize how different sizes and styles of clothing might look on their body type before they purchase.

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CULTURE-BASED INNOVATION



DesignKAAS

The product DesignKAAS combines the qualities of traditional Dutch cheese with 'Dutch Design'. It satisfies the upcoming need of not only using a product with the right feel (or 'taste' in this situation) but also with the right 'look'. In addition, DesignKAAS also serves a good cause by donating 10% of the turnover to charity. DesignKAAS is an example of a culture based innovation.

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CULTURE-BASED INNOVATION



sampad

sampad started out in South Asian dance education and has the long-standing perception of being a community focused traditional arts organisation. However, sampad is continually progressing with the ever-growing demands and changes inside of the arts – evolving through new innovations and working cross collaboratively within the arts sector and beyond.

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CULTURE-BASED INNOVATION



Luckywaste

Luckywaste sees glass bottles as a perfect material which can be used in many different ways. The key is to keep products simple, clever, practical and purely designed, keeping the essence of the bottle present. Luckywaste allows the shape, colour and specialities of each bottle as well as gravity and natural processes to be a part of creating a final product. The final products are jewellery, interior objects and interactive visual/sound art installations of all sizes.

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CULTURE-BASED INNOVATION



LEADING LIGHT

LEADING LIGHT is a model of bridge building between different activities: design, production, materials, communication. SLAMP, which was established in 1994, has always been strongly oriented towards design. Since the partnership with Nigel Coates SLAMP has spurred its activity. In recent years the company has become a fast growing, export-oriented initiative, opening new markets. It has collected important design prizes and has grown steadily in terms of turnover.

JOIN US



AGENDA



[Eurosonic Noorderslag – Conference for the European Music Industry](#)

Date: 9-12 jan 2013
Location: Groningen, The Netherlands

[DesignInnovation – 10th European Conference on the challenges of design in Europe](#)

Date: 28-29 jan 2013
Location: Paris, France

[Crowdfunding for the Creative Industries](#)

Date: 28-29 jan 2013
Location: live on HowToGrow.eu

[Intergame 2013 in Tallinn](#)

Date: 31 jan-1 febr 2013
Location: Tallinn

[Workshop How to capitalise on service innovation?](#)

Date: 5-6 febr 2013
Location: Belfast, United Kingdom

MANIFESTO



Cross-Innovation Manifesto

Policy is not about deciding what is best for us: it is about helping us finding our way to freedom and happiness. Thus, for policy-makers to be inspired on how to deal with the changing demands society puts on innovation, we need new principles that are based on experience. Read the Manifesto written by Luca de Biase and Patrick van der Duin.

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BROKERAGE



Planet Modulo

Planet Modulo is an association of small and medium sized companies from fields as various as merchandising, manual crafts, design, art and culture. It provides products and services for professional creatives from all fields. The initiative works as a creative centre providing a quality-based alternative to purely consumerism-oriented shopping. It is located at Moritzplatz in Berlin-Kreuzberg at the heart of a creative community of makers, co-workers, craftsmen and designers.

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BROKERAGE



Edison Competition

Edison is a competition of ideas hosted by tech2b and 'business pro Austria' each year. It is supported by academic institutions, public funds, banks, private commercial companies and other partners. This interdisciplinary network of academia, businesses, public support institutions and banks enables innovative persons to present their ideas, get feedback from experts and receive training in a number of economically relevant topics. After the preparation phase the participants can win one of the prizes and are encouraged to start their own business. The prizes are awarded in the categories 'technology', 'innovation' and 'creative industry'.

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SPATIAL CROSS-COLLABORATION



Start-Up Lisboa

Start-Up Lisboa is an example of a spatial-cross collaboration services in the city of Lisbon. The creation of business incubators is one of the most effective and innovative factors to attract micro, small and medium enterprises and to ensure their survival in the early days of activity, a fact particularly important in the current economic and social context. This can be a European solution to the crisis and jobs creation, mainly targeted to the young European entrepreneurs. It is a new city politics because this incubator is part of a new strategy for economy and innovation in the city of Lisbon.

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SPATIAL CROSS-COLLABORATION



BEEPART Creative Workshop

Creative workshop Beepart is a platform for cultural and social innovations in Pilaitė District, one of the peripheral suburbs of Vilnius. Beepart provides space for communal cultural, educational, social and business initiatives open for community members as well as encourages participants to take an active role in cultural and social projects.

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SMART INCENTIVES



Polpharma

Polpharma is a cooperation of a pharmaceutical company with designers. A product introduced to the market needs properly-adjusted marketing communications, of which designing proper packaging is an indispensable element. A coherent marketing message and well-designed packaging that translates into the image of the company as "warm" translates more or less indirectly into good company financial results. In 2011 the company was regarded as the most innovative Polish company by Institute of Economic Studies of the Polish Science Academy.

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Colofon

The Cross Innovation newsletter informs you about current Cross Innovation events and projects in Europe. Tips for the newsletter? Mail de webmaster@cross-innovation.eu.

Co-funded by European Commission

This project is co-financed by the European Regional Development Fund and made possible by the INTERREG IVC programme.



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