

Happy cross innovative summer 2013!

We wish you a very summery summer!

To make a sunny start we want to share these innovative videos. First, we show you 'Revel: Programming the Sense of Touch' by Disney Research and second, we introduce you to 'Heineken Ignite Innovation', Heineken's first interactive beer bottle. Finally, you will meet some of the participants of the project Cross Innovation. They explain what innovation means to them and what they want to learn during this project.



» [Read more](#)

CALL

Call for experts: write a feasibility report



The Cross Innovation project is searching for experts to write a Feasibility Report in order to research if sectors and/or SMEs are ready to cross their sector boundaries and collaborate with other fields in other countries. Read on and find out what you can do.

» [Read more](#)

POLICY CLINIC

Report of the Policy Clinic in Pilsen on brokerage



The 11th and last Policy Clinic took place in Pilsen, in the Czech Republic. During this two day event event, on June 5th and 6th of 2013, participants from Rome, Amsterdam and Pilsen discussed topics in the field of Brokerage.

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POLICY CLINIC

Report of the Policy Clinic in Warsaw on spaces



On March 20th and 21th of 2013 Warsaw was the place to be for the next Cross Innovation policy clinic. This time around, it was all about space for cross-sectoral cooperation and the participants were thus shown around leading spaces in Warsaw, Poland. Cross Innovation published a report written by Patrick van der Duin earlier, but more evaluations are now available.

» [Read more](#)

PUBLICATION

Crossover Works #1: practices highlighted



Federatie Dutch Creative industries, Syntens, PICNIC, Stimuleringsfonds Creatieve Industrie & CLICKNL present a publication on practices that embody the cross innovation concept. The book contains essays, case studies and highlighted projects. The full publication can be downloaded in

the article. Note that most of the studies are in Dutch. We have highlighted the English practices for you.

» [Read more](#)

ARTICLE

Homplex Interior Challenge in Warsaw



Homplex is an interior design platform from Warsaw, Poland, that aims at promoting good design, products and designers – a 'virtual ikea for local brands'. Homplex has created Homplex Interior Challenge – a competition that connects interior designers, estate developers, producers of household products

(ranging from furniture to equipment) and individuals planning to furnish their apartments. Read on about this project and the Interior Challenge that will start soon.

» [Read more](#)

ARTICLE

JOIN US



AGENDA



July 2013

8-10 [Creative Innovation through Cross-Fertilisation Symposium](#) (Brisbane)

September 2013

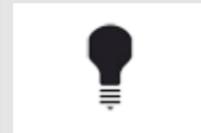
3-6 [16th TCI Annual Global Conference](#) (Kolding)

4-8 [Berlin Music Week: Long Night of Start-Ups](#) (Berlin)

9-15 [Wawa Design Festival](#) (Warsaw)

26-29 [Inside Design Amsterdam 2013](#) (Amsterdam)

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.

GOOD PRACTICE



Mados Infekcija

Mados Infekcija (Fashion Infection) is an innovative and conceptual event of fashion and art fusion featuring 3-day free and ticketed public events where professional and upcoming designers are brought together. Such interaction inspires young, creative talents to search for new fashion forms and expressions and gives an opportunity to exchange knowledge and ideas among the participants. The festival which takes place in the capital of Lithuania: Vilnius is distinguished for its conceptuality.

GOOD PRACTICE



GreenGraffiti

Every business wants hard-hitting, targeted communications that get attention. GreenGraffiti delivers.



Polish success at DMY International Design Festival

At the DMY International Design Festival in Berlin, the young generation Polish designers proved to be a huge hit. The festival took place in the start of June, 2013 and exhibited designer works as well as design process, idea and concept details and the DMY awardshow.

[» Read more](#)

PUBLICATION



Future internet magazine by Waag Society

Waag Society, the institute for art, science & technology in Amsterdam, has released the special 'Future internet'. Since 2011 Waag Society is publishing thematic magazines, with content straight from their research labs. Earlier numbers include 'Creative Care Lab', about technology and care, 'Open Wetlab', about bio-art and 'Creative Learning Lab', about learning by playing. Download the magazine and get inspired!

[» Read more](#)

ARTICLE



CRe-AM project unites creators and tech providers

The CRe-AM project aims to bridge communities of creators with communities of technology providers and innovators, in a collective, strategic intelligence/roadmapping effort to streamline, coordinate and amplify collaborative work towards developing, enhancing, and mainstreaming new ICT technologies and tools by addressing the needs of different sectors of the creative industries, for example art/culture, crafts, publishing, design, games.

[» Read more](#)

CALL



Call for interior design projects: Great Indoors Award 2013

In 2013, the fourth interior design award 'The Great Indoors' will be handed out. With 'The Nature of Things' as a central theme this year, the search for material and immaterial developments of interiors within a globalized reality has begun. Register your project, that should have been realized between September 2011 and August 2013, before September 8th.

[» Read more](#)

ARTICLE



A view on South by Southwest by Sanoma Netherlands

On March 8th till 17th of 2013, the twentieth South by Southwest (SXSW) festival took place in the city of Austin, Texas. The festival consists of three components: film, music and 'interactive'. This document, shared with us by one of the participants of the Cross Innovation project who was present at SXSW, is written by 13 Sanoma Netherlands employees of different backgrounds. They give an insight in their SXSW 'interactive' experience.

[» Read more](#)

outdoor advertising solutions that are affordable, highly targetable and offer almost unlimited creative freedom. GreenGraffiti is a communication agency established by experienced advertising professionals that aims to help you develop, test and execute a successful outdoor campaign using natural media techniques such as reverse graffiti, sand printing, moss advertising, milk paint, chalk and many more.

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© Copyright 2012 Cross Innovation. The Project Cross Innovation promotes collaborative and user-driven innovation that happens across sectoral, organisational, technological and geographic boundaries. Its focus rests on policies and support measures that enable cross innovation and creative spillovers between creative sectors and other industries. The partnership consists of 11 metropolitan hotspots that have the potential to put cross innovation on the top of local and regional policy agendas across Europe: Birmingham, Amsterdam, Rome, Berlin, Tallinn, Warsaw, Vilnius, Stockholm, Linz, Lisbon, and Pilsen.

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.

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