

2019 INTERNATIONAL SUMMER SCHOOL ERA OF INNOVATION AND CREATIVE INDUSTRIES

This summer school will be an urban laboratory where innovation, contemporary art, music, dance, technology and science thrive.



What can creativity, culture and new technologies bring to urban life?

Creative industries can bring much-needed critical reflection, ingenuity and empathy to some of the most complex problems facing the world today.

This Summer School will provide a solid and hands-on introduction to the entrepreneurial dimensions of technology driven innovation in the creative industries and culture.

The goal of the Summer School is to foster students' entrepreneurship and support fresh entrepreneurial teams in the creative industries which combine technological development and creativity to influence social change. During the Summer School, students will study theories and practices that demonstrate the value of creative thinking, innovation and entrepreneurial behaviour, new frontiers in the creative industries and culture and how to use creativity to generate new ideas.

Creativity is the forefront of a rapidly changing world. It has never been more valued by individuals, society and employers. The lines between creative fields are increasingly blurred. They encompass disciplines as diverse as game development and graphic design, fashion and filmmaking, media and music, performance and publishing, art and architecture, comedy and craft. And they include activities that are both commercially-driven and community-based; experimental and export ready. With the pace of technological development this sector is evolving quickly, opening up new possibilities for creative experiences while disrupting old models.

Creative industries are recognised as a source of innovation, economic growth, personal wellbeing and community cohesion, but harnessing their potential can be challenging.

Summer School will offer a good practice examples and break-out sessions where the participants will be able to discuss experiences and develop solutions. Participants will have the opportunity to follow courses across a wide range of disciplines taught by top quality academics and professionals while they enjoy the vibrant city of Novi Sad through different extracurricular activities and team-building events.

INTERNATIONAL SUMMER SCHOOL COURSE STRUCTURE

PREPARATION PHASE ICE BREAKER



What is teamwork? What is the difference between a team and a group? Why is teamwork important? How to build a successful team? Why are communication skills important and how to advance them?

These are just some of the topics that will be discussed during this introduction module.

Individuals will be more successfully gathered into compact teams, with the guidance of professional trainers, lecturers and facilitators.

EVOLVING CONCEPTS AND CONTEXT



Familiarization of participants with the concept of creative economy and creative industries.

What creative industries are? How to disrupt the old models in creative industries and culture?

Participants will learn about the new frontiers in creative industries and how to combine technological development and creativity (potential of new technologies in creative industries VR, AR, 3D...)

ENTREPRENEURSHIP AND INNOVATION



What entrepreneurship is? How innovations are changing our world? State-of-the-art in creative industries and culture.

In this module participants will be introduced to the inspirational world of entrepreneurship with suitable concepts, frameworks and insights needed to identify a feasible innovation based ideas and turn them into a successful new business. Furthermore, innovation in the creative industries and culture will be explored and analyzed jointly with the guest lecturers from different industry fields.

The aim of this module is to foster entrepreneurial spirit and to motivate the participants to engage themselves in the creative world of entrepreneurship and innovation.

IDEA GENERATION



Participants will be grouped in teams to develop business and innovative ideas to be presented in the last module.

Once teams have been developed already existing ideas should be shared and new ideas should be generated and evaluated,

Participants will develop their ideas using different tools and methodologies such as: Creativity and Ideas Generation, Design Thinking, Business Model development, Idea Evaluation, Market strategies, Marketing mix, Capturing Future User... Teams will be guided by professional trainers, lecturers, facilitators and mentors.

PITCHING THE IDEAS



In most cases, the success of an idea depends on how it is presented.

Participants will learn how to present business model and idea to investors, partners, and future employees. They will learn basics of pitching and presenting techniques, how to best position themselves and their team to get investors involved, get funded and get moving.

The module is interactive and the mentors, lecturers and facilitators will provide an overall feedback about presented business ideas.

FIELD TRIPS AND SOCIAL ACTIVITIES

During the **Summer School** participants will visit one of the most popular European Music Festivals - EXIT. EXIT festival was officially proclaimed as the "Best Major European festival for 2017" at the EU Festival Award. In 2017, over 215,000 visitors from more than 60 countries attended this award-winning festival.



Additionally, through various social activities participants will familiarize with Serbian history, language, food and culture.

SOCIAL ACTIVITIES
 FIELD TRIPS



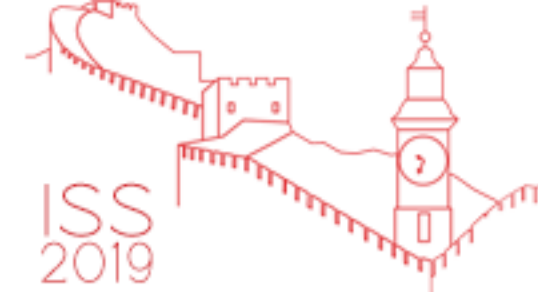
Lake Palic is a lake 8 kilometers from Subotica, near the town of Palic, in Serbia. A legend says Palic was made of tears. This fabulous lake is one of the most popular destinations in Serbia and the host of a film festival.



This charming "Baroque Town" is one of the most important educational, spiritual and cultural centers of Serbia. It is well-known for good wine cellars and exquisite and delicious world wide famous wines with a 17 century long tradition. The famous Chapel of Peace guards the memory of important historical event that took place in 1699, when treaty between the Christian Alliance and Ottoman Empire was signed. The first time ever in history of diplomacy, negotiations were held at the round table.



Ninety million years ago, Mt. **Fruska Gora** was an island in Pannonian sea. The mountain is a natural geological phenomenon built from the rocks from almost all geological periods. Due to its beautiful landscape, nature and picturesque countryside, it is referred as Jewel of Serbia. This national park shelters 16 medieval Orthodox monasteries, 12 lakes and extraordinary vineyards. It is a perfect getaway and a favourite picnic destination for Novi Sad residents.



INTERNATIONAL SUMMER SCHOOL ONE-WEEK EXCURSIONS



The city of Music

Vienna



Europe's youngest capital

Bratislava



Pearl of the Danube

Budapest



Ljubljana

The city of Dragons



Belgrade

The city of Future

