



## 'Creation between Art and Economy' An Arteconomy Innovation Project for Turnhout Cultural Capital of Flanders 2012

Carta Mundi & Peter De Cuyper  
Miko Koffie & Kim De Ruyscher  
Mastermeubel & Victor Ramirez  
Philips Lighting & Nico Dockx  
Van Roey ICT Group & Eric Joris

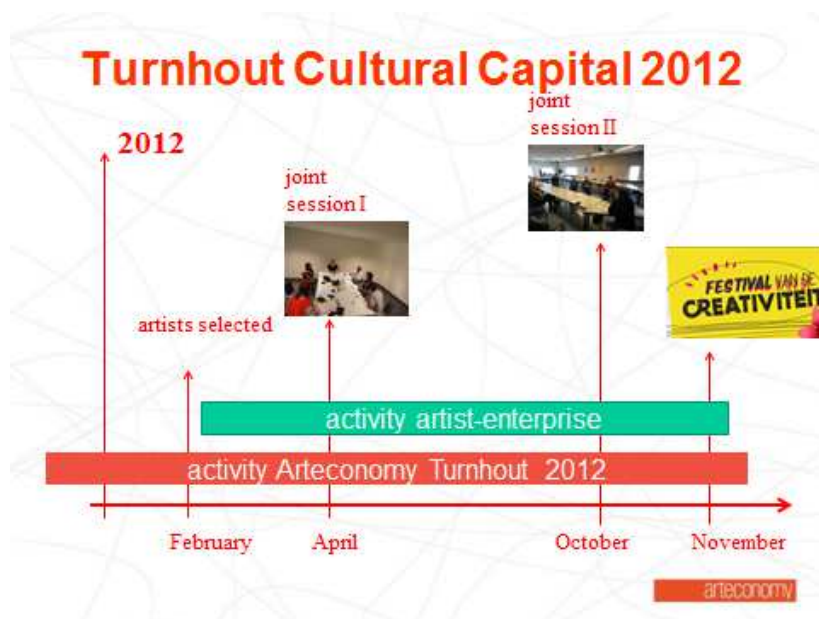
### A unique platform – 5 artistes and 5 companies

Turnhout, a city in the north region of Belgium, was the Flemish Cultural Capital in 2012. The city created a unique platform to give five major companies in the region: Cartamundi, Philips Lighting, Van Roey ICT, Miko Coffee and Mastermeubel, the chance to work together with an artist in an experimental project. Arteconomy was asked to lead and coach this project. An open call resulted into more than 100 artists' applications, among which the following artists were chosen: Peter De Cuyper, Nico Dockx, Kim De Ruyscher, Victor Ramirez and Eric Joris/Crew. The aim was to stimulate creativity and open innovation in the Turnhout region, for companies as well as for artists. This original partnership generated new products and new art works, and also new work processes and surprising methods applied by both companies and artists. The five projects were presented during the official opening weekend of 9/10/11 November 2012 on the occasion of the Flanders Creativity Festival. Arteconomy published the results of this project in the dutch publication 'Creatie tussen Kunst en Economie' with a brief summary in English. Also available at [www.arteconomy.be](http://www.arteconomy.be)

*'What connects artist and entrepreneurs?*

*'The power of imagination.*

*'Who can imagine what the future will look like is already halfway on the road.'*



### **'The smelling iPad' - Cartamundi & Peter de Cupere**

The 'scent artist' Peter De Cupere and the international producer of playing cards Cartamundi found each other in a shared fascination for games and a passion for new media. The motivation to work together on a 'scent game' was great. The technical knowledge Cartamundi has about possible applications on the iPad and the knowledge of the artist about scent resulted in a unique game concept where the 'game app' can smell different scents via 'scratch & sniff' cards. As a starting point for this visual creation Peter De Cupere developed a concept round genetically generated flowers that he translated into 10 different drawings. The sent app 'olfactief' mixed these non-existing flowers in endless combinations that keep creating a new flower and a unique picture. [www.cartamundi.be](http://www.cartamundi.be)/[www.peterdecupere.net](http://www.peterdecupere.net)/[www.olfacio.be](http://www.olfacio.be)

*'Where we normally focus on refining techniques and materials, we have learnt through this process that magic is more than the technology that makes it possible. This experience is invaluable for us.'*

**Marco van Haften, Business Development Manager Cartamundi**



*'The matchmaking between artist and company/scientist is crucial and leads to a new renaissance. Therefore, Arteconomy's expertise is indispensable!'*

**Pascal Cools, General Manager Flanders DC**

### **'The luminous painting' - Mastermeubel & Victor Ramirez**

The starting point was the wish of the firm for a permanent work of art that would serve as a landmark and that would form a contrast with the very conceptual daily working of Mastermeubel. They chose the artist Victor Ramirez, with whom they had worked before, because of the almost artisan way in which he approaches painting. The search resulted in a cube that balanced on one point and that was lit from the inside. It is a subtle reminder of the signature of the artist and it was given a permanent space on the grounds of Mastermeubel. [www.mastermeubel.be](http://www.mastermeubel.be)/[www.victor-ramirez.com](http://www.victor-ramirez.com)



### **'Coffee in a monumental presentation' - Miko Koffie & Kim De Ruyscher**

In his work De Ruyscher is involved with every-day images and objects and transforms them into unexpected materials (very often in specific locations). His idea to work with coffee in this way came close to what Miko wanted: they were looking for a new and surprising view on this every-day product.

Kim starts from a location: the old hangar next to the railway was such an inspiring place, it was also a good exhibition place for a larger audience. The former workshop as well as the product coffee inspired him to make monumental sculptures in the form of nuts and bolts. The monumental objects were finished with rest products of coffee that gave the sculptures a rusty look. It also gave the whole room a strong coffee smell. This created an effect of alienation. [www.miko.eu/www.kimderuyscher.com](http://www.miko.eu/www.kimderuyscher.com)

*'Innovation starts with creativity. Art, creativity and innovation are very closely linked.'*  
Miko Coffee Company



### **'Light that makes things disappear' - Philips Lighting & Nico Dockx**

Conceptual artist, writer and researcher Nico Dockx had been looking for some time at ways of making light tangible and to materialize it. Philips Lighting, world player in 'light innovation', was the ideal partner. A team of production workers and engineers started to look for something that, after a long search, proved to be impossible. Light can not be made tangible without appliances. Thanks to the creativity and expertise present it was decided to research ways of making objects (or subjects) disappear with coloured light. The openness of Philips changed the co-operation in a monthly think tank /laboratory that is still developing. [www.philips.be](http://www.philips.be)

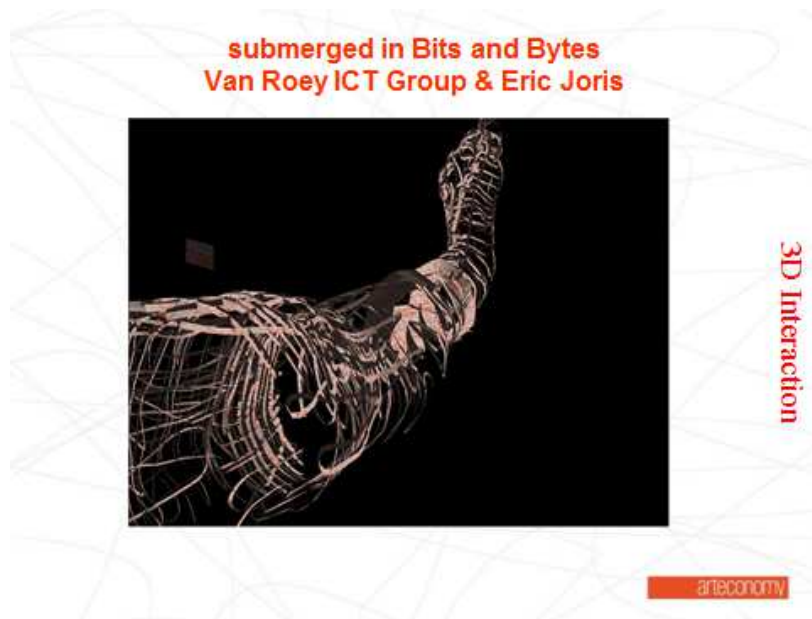
*'We are limited by our technological and product-oriented approach. The artist thinks without limits, which stimulates research and teamwork'*  
Sam Van Dijck, External Relations & Strategic Manager Philips Lighting



### **'Submerged in Bits and Bites' - Van Roey ICT Group & Eric Joris**

The search for common ground between two ways of thinking proved not to be evident. Where on the one hand the firm tends to look for a commercial application or technology to invest in, the artist, however, is interested in a personal search for something new that challenges him and his team. Both partners found common ground in working with three-dimensional pictures which you can not only step into but can also actively work in. [www.vanroey.be/www.crewonline.be](http://www.vanroey.be/www.crewonline.be)

*'The artist throws a completely different light on matters which are self-evident for the company'*  
Van Roey ICT company



*'A company has to innovate in order to outsmart its competitors. Artists can certainly contribute to this goal to be innovative. This is the reason why I absolutely encourage the collaboration between artists and the world of business. We can all benefit greatly from the reciprocity between creativity and entrepreneurship.'*

Ingrid Lieten, Minister of innovation Flanders

*'Let the artists be a guide to change, engage them in organizations to help co-workers find creative solutions. Bring chaos and order together and let the magic happen!'*

Annelies Claes, Project Manager, SPK Innovation Centre Region Kempen

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