

MUSAE

A HUMAN-CENTRED FACTORY FOR A
FUTURE TECHNOLOGICAL
SUSTAINABLE DEVELOPMENT DRIVEN
BY ARTS



S + T + ARTS
SCIENCE + TECHNOLOGY + ARTS



AGENDA OF TODAY WEBINAR

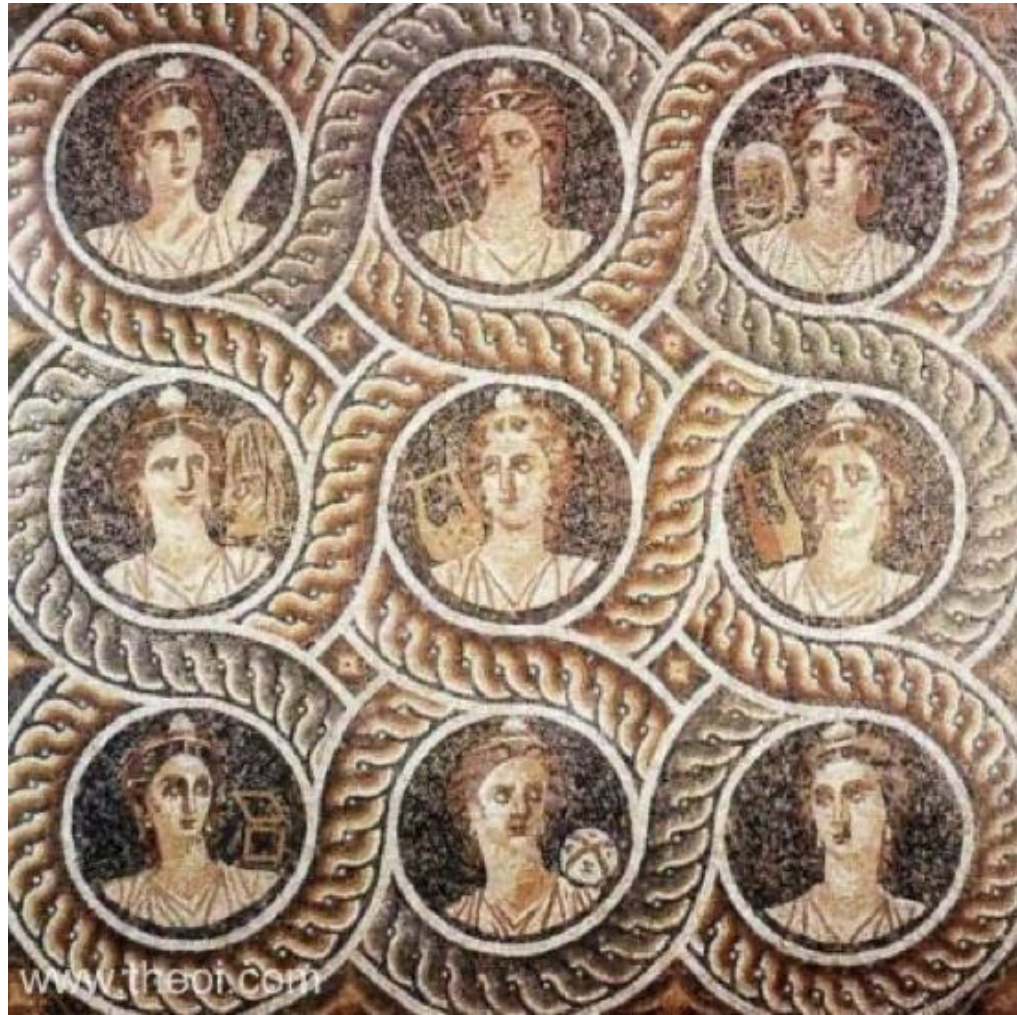
- h 11.00 Welcome - [Aoife O'Gorman, UCD]
- h 11.05 MUSAE: a human-centred factory for a future technological sustainable development driven by arts [Maria Rita Canina, POLIMI]
- h 11.15 MUSAE Residencies: what are we offering [Ramona Van Gansbeke, GLUON]
- h 11.35 MUSAE Open Call: how to submit a proposal, proposal format and deadline [Maria Rossetti, MADE]
- h 11.45 Q&A

MUSAE

**MUSAE: a human-centred factory
for a future technological
sustainable development driven by
arts**



MUSAE: THE NAME AND LOGO



In ancient Greek religion and mythology, the **Muses** (in latin: Mūsae) are the **inspirational goddesses of literature, science, and the arts**. They were considered the source of the knowledge embodied in the poetry, lyric songs, and myths that were related orally for centuries in ancient Greek culture.

Portraits of the nine Muses, Greco-Roman mosaic from Cos, Archaeological Museum of Cos

MUSAE CONSORTIUM PARTNERS



- **POLIMI (Design) IT** - Coordinator / Factory core methodology
- MADE (Competence Center) IT** – Test before Invest – Factory exploitation
- University of Barcelona (Artificial intelligence) ES** – Technology provider
- University of Barcelona (Fine Arts) ES** – Expertise in art education
- PAL Robotics (Robotics) ES** – Technology provider
- Ab.Acus (wearables for health & well-being) IT** - SME Technology provider
- UCD Institute for Food and Health (Food and Nutrition) IE** – Topic and trends experts
- Gluon (Art) BE** – Platform for art, science and technology
- University of Belgrade - School of Electrical Engineering - ETF Robotics (SRB)**

Associate Partner:

The University of Manchester Machine Learning & Robotics (Robotics) UK – UX Technology provider

MUSAE FACTORY



MUSAE is an innovative **Human-Centred Factory model** to integrate artistic collaboration in the **(European) Digital Innovation Hubs (E-DIHs)** through a **Design Futures Art-driven (DFA)** methodology to help companies for a strategic approach to exponential technologies to anticipate innovative products and services for the **future of food** to improve human and planetary well-being.

Three key elements:

People

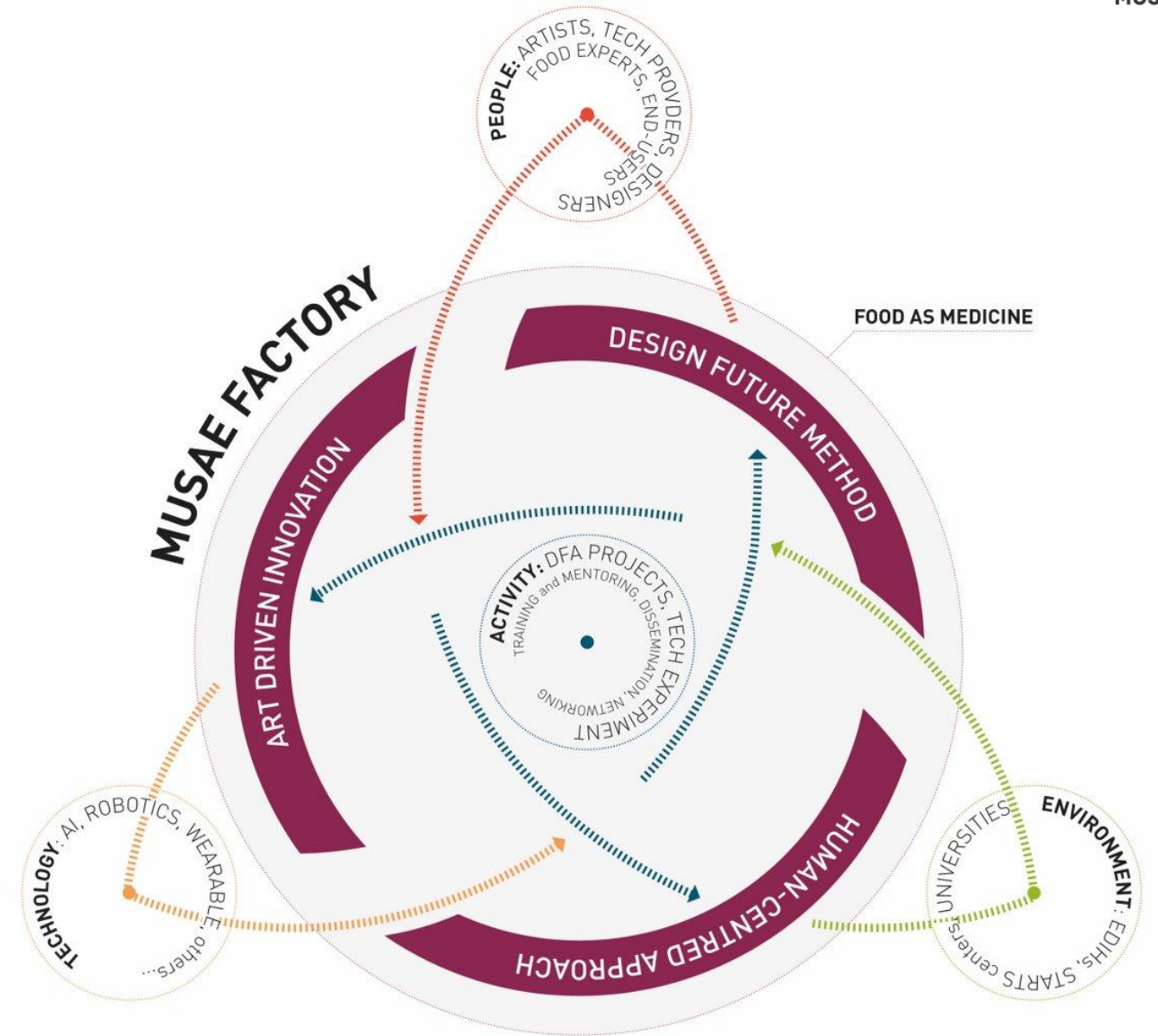
Artists, Technologists, Designers, Food Experts, End-users, Companies

Technologies

AI, Robotics, Wearables and others tech

Environment

DIHs, Starts, Universities

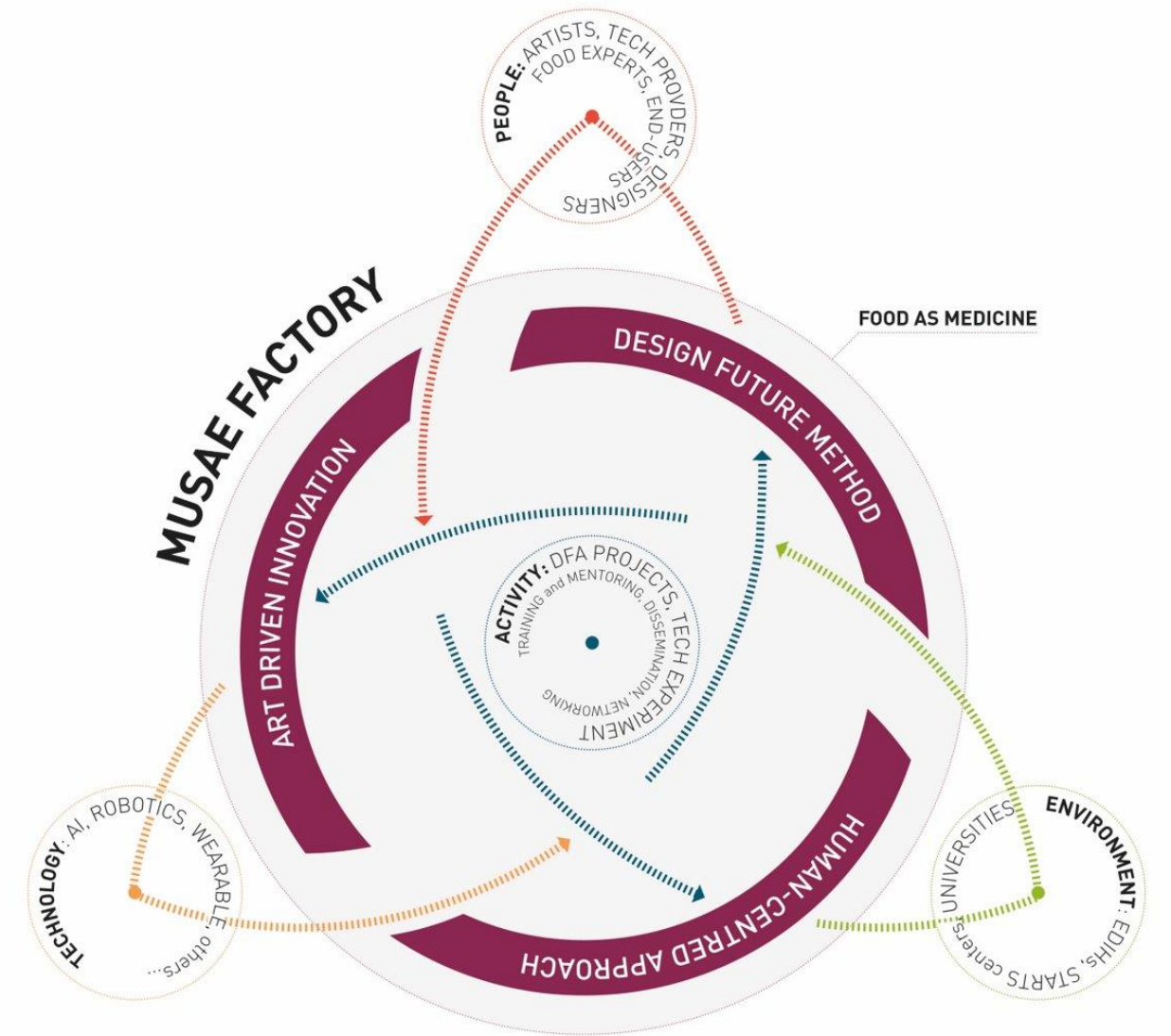


MUSAE FACTORY



MUSAE is an innovative concept of exploration lab at the interface of art, technology, industry and society, aiming at **supporting companies, SMEs and startups in envisioning future scenarios of innovation to meet the social and sustainable challenges** they must face in the coming complex era by adopting emerging digital technologies and inspiring their acceptance through a human-centred approach.

The project is supported by Horizon Europe through STARTS an initiative of the European Commission, launched under the Horizon 2020 research and innovation programme to support collaborations between artists, scientists, engineers and researchers.



MUSAE FACTORY - OBJECTIVES



Objective 1. Set up the **MUSAE Factory Model** in (E)DIH to foster a structured and continuous collaboration between arts and technology

Objective 2. Implementing and validating a **Design Futures Art-driven method** to address future challenges through digital technologies

Objective 3. **Piloting the MUSAE model** to explore future challenges of food as medicine and developing innovative solutions of products and services

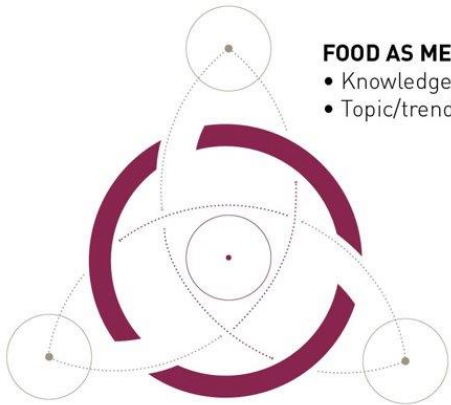
Objective 4. Creating **links between the MUSAE model and the STARTS** ecosystem to reinforce the model exploitation and push **its transferability in other (E)DIHs**

Objective 5. **Disseminate the MUSAE Factory model** and increase technology acceptance and awareness

MUSAE FACTORY PROJECT OVERVIEW



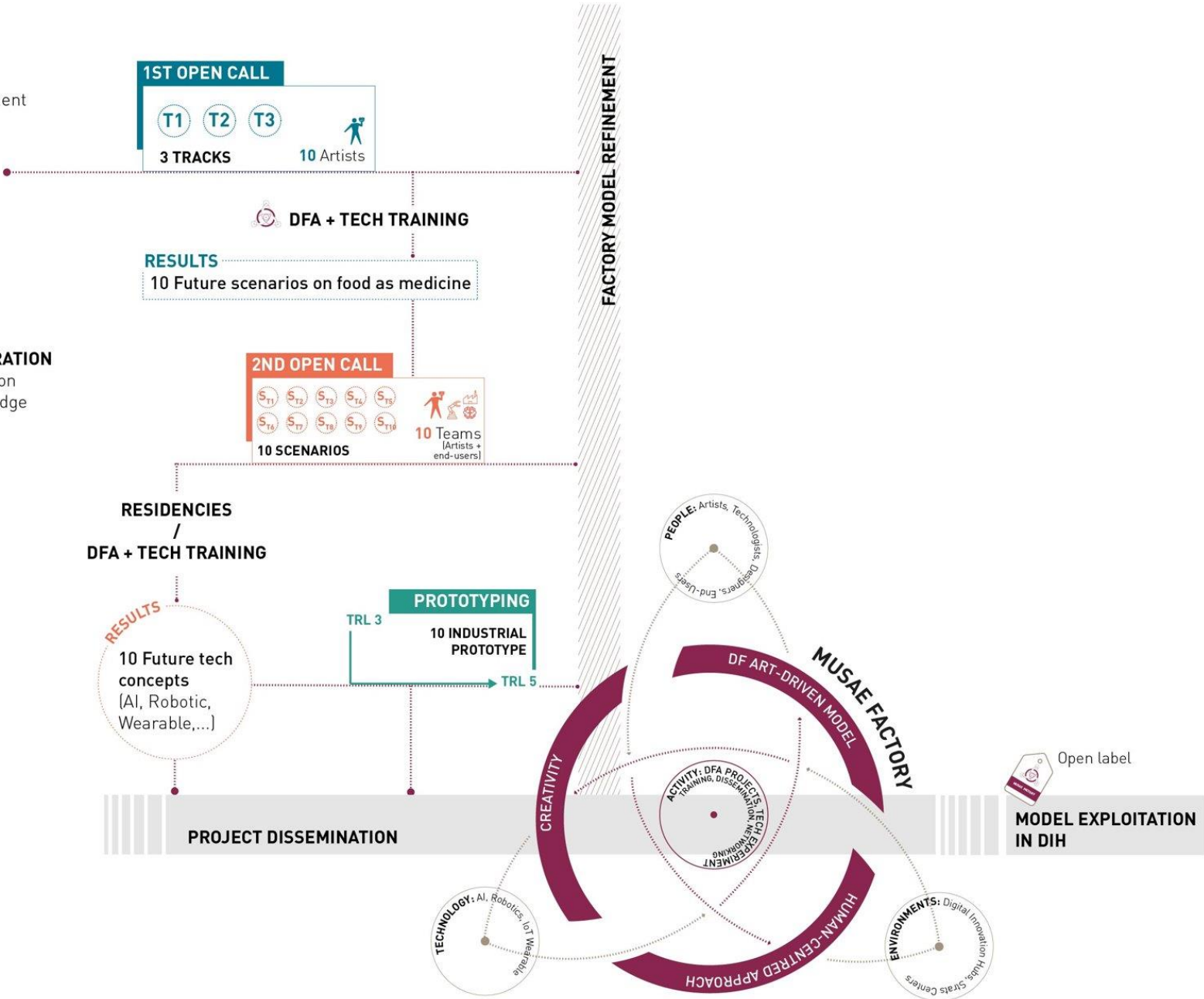
FACTORY MODEL SET UP FACTORY MODEL PILOTING FACTORY MODEL DELIVER FACTORY MODEL TRANSFER



FOOD AS MEDICINE
 • Knowledge sharing
 • Topic/trends refinement

DESIGN FUTURE ART-DRIVEN METHOD
 • Methodology refinement
 • Guidelines and tools

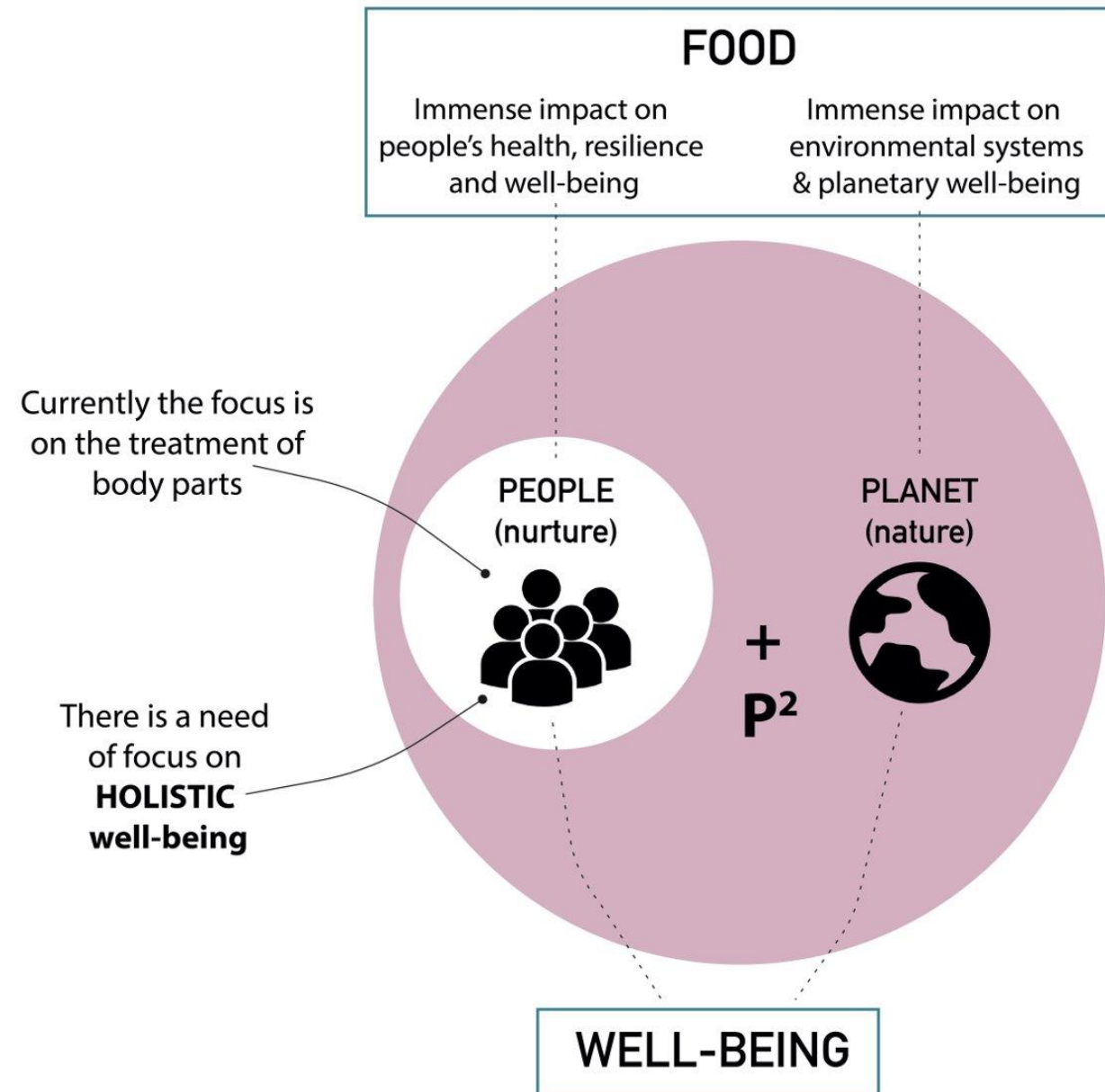
TECH EXPLORATION
 • Tech definition
 • Tech knowledge sharing



THEMATIC AREA – FOOD AS MEDICINE

Health is a sum of nature and nurture

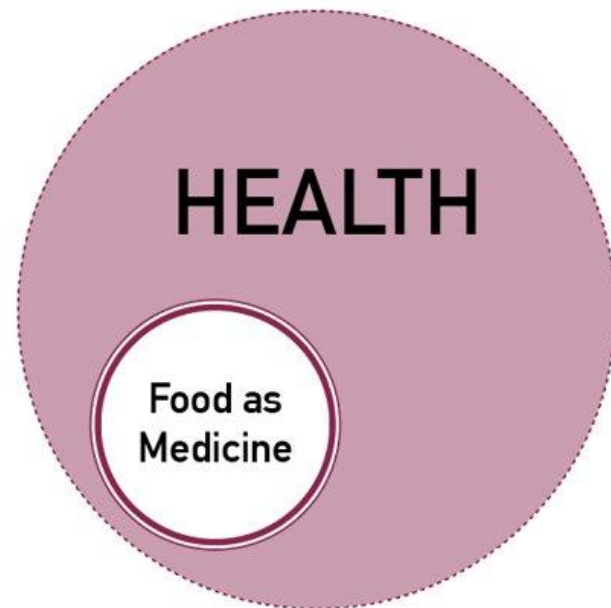
- Human and environmental health (and how they interact)
- Well-being of the planet is a crucial part of a well-being of individuals
- Incentivizing healthy habits
- Innovation of preventive: Cultivating preventive health behaviors rooted in a sense of responsibility of oneself and one's community.



THEMATIC AREA

Food as medicine

New nutrition scenarios aimed at the individual physical, mental and planetary wellbeing



3 thematic tracks

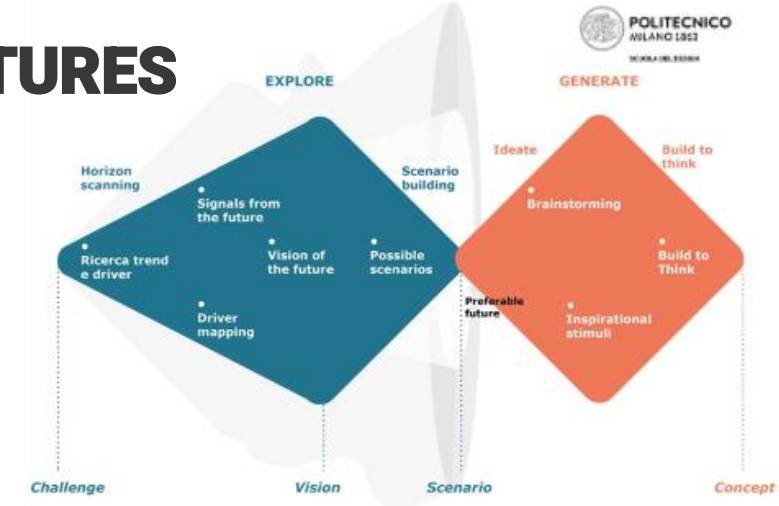
- 1. Reducing Carbon Footprint in Dietary Behavior***
- 2. Role of Food in Holistic Human Well-Being***
- 3. Rethinking The Food Chain in Our Environment***

MUSAE FACTORY METHODOLOGY

The **DFA method** merges the **Design Futures method** and the **Art Thinking approach** to support and train artists to envision future scenarios (5-10 years). **The method is conceived as a strategic, structured process for artists** to critically reflect on the future and collaborate with companies to develop new technological solutions that meet future humanity's needs with a human-centred approach, opening up new markets and activities.

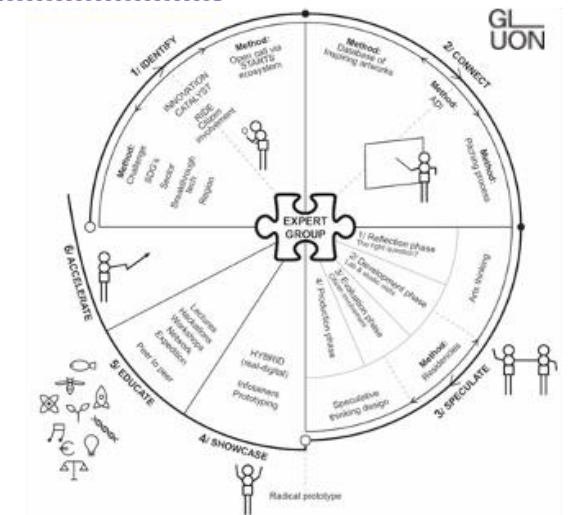
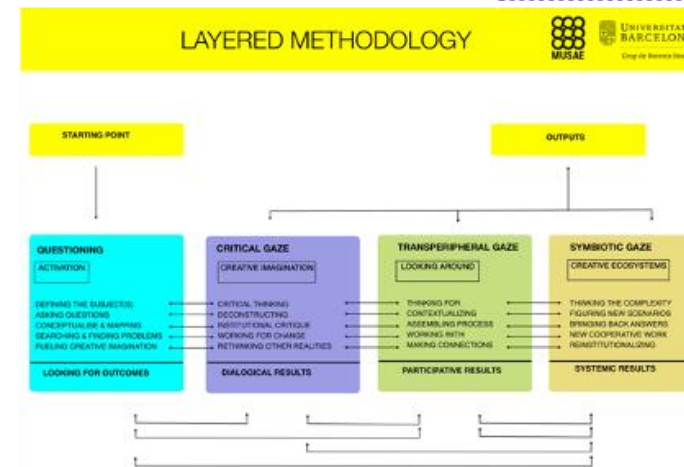


DESIGN FUTURES



+

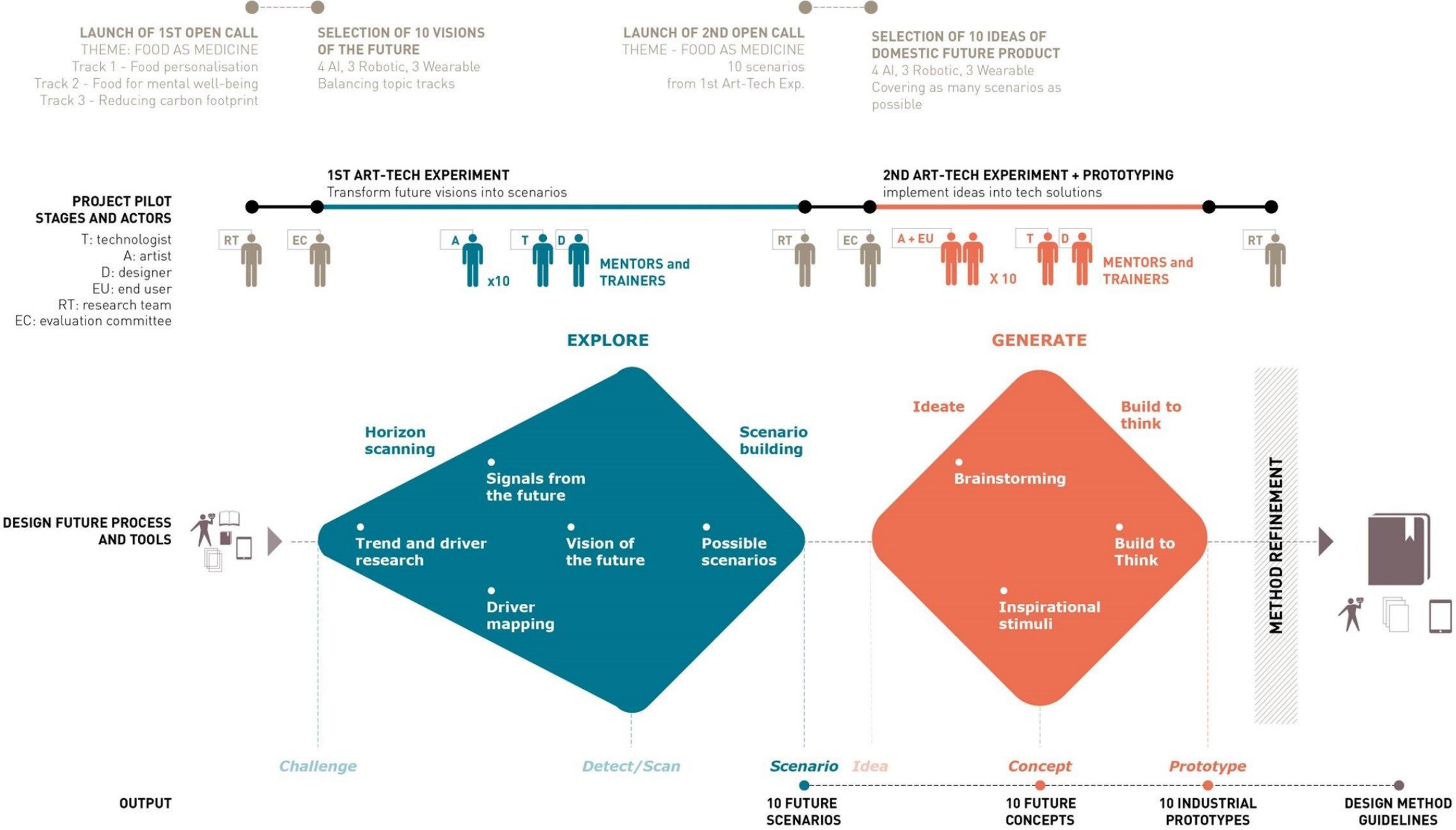
ART THINKING



MUSAE FACTORY PILOTS



The pilots will **shape the core methodology of the Factory** and the collaborative format between artists, technologists and experts.



MUSAE FACTORY MODEL



MUSAE FACTORY MODEL



FACTORY CORE METHOD: process, tools, guidelines
Design thinking and future thinking integrated with arts



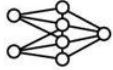
OPEN CALL AND RESIDENCY FORMAT
Track definition, call setup & dissemination, artists selection. Residency progr.



TRAINING AND MENTORING GUIDELINES
DFA and tech training and mentoring for artists



DFA PROJECTS AND USE CASES
Future digital tech scenarios; New tech concept (product, service)



INTEGRATED STAKEHOLDER NETWORK
Artists, nutritionists, tech providers.

DIGITAL INNOVATION HUB
Deliver MUSAE Factory as a service



DIH END-USERS NETWORKS

Provider of emerging tech (AI, VR, Robotics, etc...), LE / SMEs / Startups in different fields.



STARTS REGIONAL CENTER NETWORKS

Attracting artists and disseminating results to increase acceptance of technology among the general public.



ART&DESIGN UNIVERSITY NETWORKS

Training for core method application; activation of the open certified Factory Model in Digital Innovation Hubs across EU.

MUSAE

MUSAE Residencies: what are we offering





S+T+ARTS

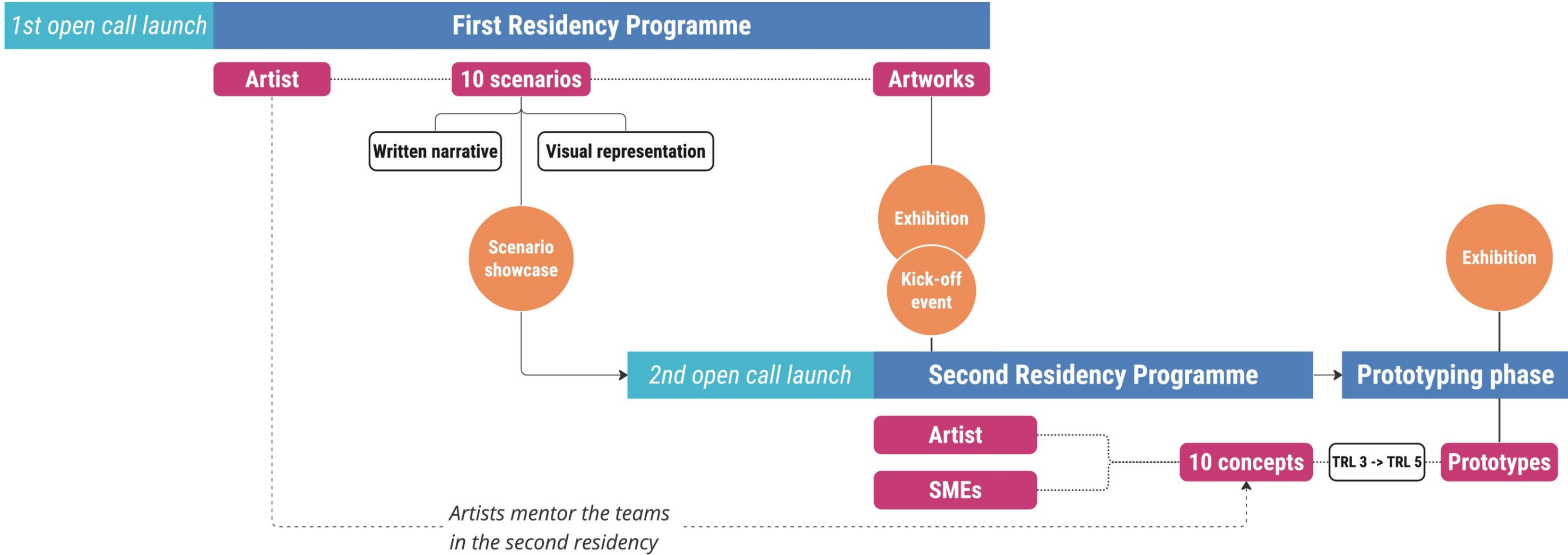
What is S+T+ARTS

- An initiative of the European Commission
- Realizing art-driven experimentation and innovation residencies since 2016

What is Horizon Europe

- The current European funding program for research & innovation
- The funding source of MUSAE

MUSAE PROCESS

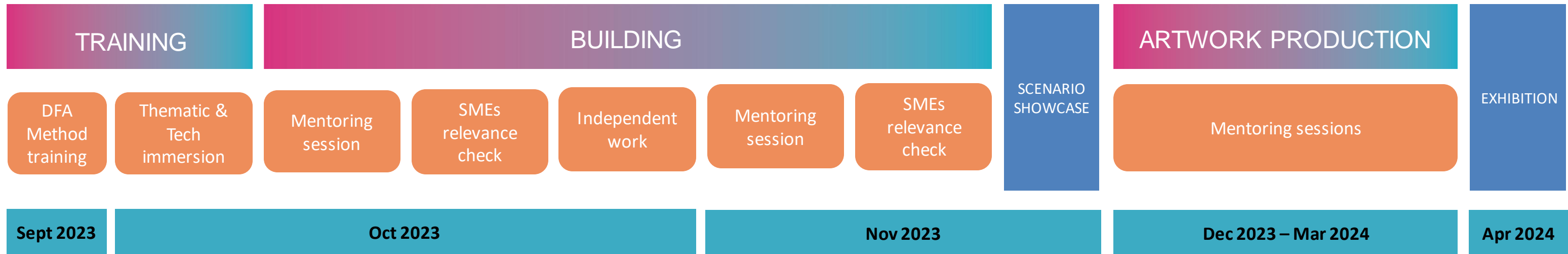


FIRST RESIDENCY PROGRAMME PROCESS

10 ARTISTS - 7 MONTHS RESIDENCY (DESIGN FUTURES ART-DRIVEN METHOD (DFA) + TECH TRAINING)



SCENARIOS AND CONCEPT GENERATION



- ART & DESIGN SUPPORT PROGRAMME PROVIDED BY **POLIMI, UB-ART and GLUON**
- TECHNOLOGY SUPPORT PROGRAMME PROVIDED BY **ABACUS, PAL, UoM, UB-TECH**
- NUTRITION EXPERT **UCD**

FIRST RESIDENCY PROGRAMME PROCESS

SEPTEMBER APROX.



PHASE 1: TRAINING

1

WEEK 1

- DFA METHOD TRAINING - POLIMI, UB, GLUON.

One week stay at POLIMI (Milan, Italy) accompanied by UB-ART and GLUON

- Welcome at a **one-day** kick-off and welcome event
- **Five days** learning about the Design Futures Art-Driven method

Exploring how to frame scenarios and create scenario narratives as the required output for the first art-tech experiment

FIRST RESIDENCY PROGRAMME PROCESS

SEPTEMBER APROX.



PHASE 1: TRAINING

2

WEEK 2

- "FOOD AS MEDICINE" IMMERSION – UCD.
- TECHNOLOGICAL TRAINING - ABACUS, UB, PAL, UoM.

- Visiting the University College Dublin (UCD) School of Food and Agriculture
- Visiting one or more of the four technology partners (selected according to their interest and submitted proposal) at least **3 days to each**.

During this time, artists will deepen their knowledge about the chosen thematic tracks and technologies also have the opportunity to interact with international experts.

FIRST RESIDENCY PROGRAMME PROCESS

SEPTEMBER/OCTOBER APROX.



PHASE 2: BUILDING

WEEK 3 – WEEK 7

- ARTISTS WILL WORK INDIVIDUALLY FOLLOWING DFA METHOD FOR 4 WEEKS TO DEVELOP THEIR PROJECT, GAINING ONLINE MENTORING FROM CONSORTIUM PARTNERS.
- **Week 3:** Mentoring session
- **Week 4:** Individual work + SMEs Relevance check
- **Week 5:** Individual work
- **Week 6:** Mentoring session
- **Week 7:** SMEs Relevance check (Session with DIH - MADE).

NOVEMBRE 2023

- SCENARIO SHOWCASE

FIRST RESIDENCY PROGRAMME PROCESS

DECEMBRE 2023 / APRIL 2024



PHASE 3: ARTWORK PRODUCTION

DECEMBRE 2023 / MARCH 2024

- THE ARTISTS MUST CONTINUE DEVELOPING ARTWORKS.
- THEY WILL RECEIVE MENTORING FROM THE ART AND DESIGN PARTNERS ONCE EVERY MONTH.

APRIL 2024

- EXHIBITION . The artists must take part in an exhibition in **Barcelona** organized by University of Barcelona to demonstrate their developed artworks.

A vertical rectangular graphic with a gradient from purple at the top to red at the bottom. The text 'Residency Support team' is written in white, bold, sans-serif font at the bottom of the graphic.

**Residency
Support team**

Residency support team

Nutrition expert(s)

University College Dublin School of Food and Agriculture (IE)

Technology expert(s): Company and university partners

University of Barcelona (ES)

or

Abacus (IT)

or

PAL Robotics (ES)

or

University of Manchester (UK)

Depending on chosen technology in the application

Art Mentor

GLUON (BE), UB Art (ES) or POLIMI (IT)

MUSAE

MUSAE Open Call: how to submit a proposal, proposal format and deadline



1st OPEN CALL - Artists

WHAT?

10 artists to participate in 7 months (Sept 2023 – Mar 2023) residency programme and to support artists in application of the Digital Future Art Thinking

10 scenarios based on one of the three thematic tracks and one or more of the three digital technologies

40.000 € (lump sum) per project

OFFICIAL DOCUMENT

MUSAE

A human-centered and ethical development of digital and industrial technologies.

OPEN NOW: MUSAE First Open Call – April 13th – June 5th, 2023

Are you interested in exploring the role of food in human and planetary well-being? MUSAE is looking for artists who can provide critical reflection, envision future potential and challenges of the topic of Food as Medicine by producing future scenarios and artworks.

Find out more information about the open call

- + [Guide of Applicant](#)
- + [MUSAE Brochure](#)
- + [Open call template](#)

For any doubts or questions, you can reach us by email at info@made-cc.eu

APPLY HERE!

<https://starts.eu/what-we-do/residences/musae/>

1st OPEN CALL - Artists

WHO CAN APPLY?

ELEGIBILITY CRITERIA

[MUSAE Guide-of-applicants DEF V2.pdf](#)

1. **Natural person or SME** (EU definition)
 - a. Self-employed individual (freelancer) that undertakes artistic activities
 - b. legal person under NACE code '9003 Artistic Creation'
2. **Established in one of the Countries eligible for Horizon Europe funding** (see Horizon Europe 2023/2024 - 13. General Annexes [click here](#))
3. The topic of the experiment must cover **one of the thematic tracks and be based on at least one of the technologies** foreseen in the grant
4. Proposals must be submitted in **English**.

1st OPEN CALL - Artists

TOPICS

THEMATIC TRACKS

1. Reducing carbon footprint in dietary behaviour
 - How can we switch to more sustainable diets while meeting our nutrient requirements?
 - How can we produce foods with lower carbon footprints?
 - Are new meat alternatives healthy?
2. Role of food in holistic human well-being
 - How can we increase wholegrains, fruits, and vegetables while decreasing salt intake?
 - How can we enable people to make healthy food choices?
 - Can we develop personalised approaches to enable people to make healthier choices?
 - How can we develop new and innovative approaches to communicate the benefits of food?
3. Rethinking the food chain in our environment
 - Can we develop new innovations to reduce food waste?
 - Can short supply chains play a role?
 - What innovations are needed to support food security for all?

TECHNOLOGIES

- 1 Artificial Intelligence (AI)
2. Robotics
3. Wearable technologies

1st OPEN CALL - Artists

EXPECTED RESULTS AND ACTIVITIES

1 Scenario [M3] → representation of the scenario: text, podcast, visual representation of the scenario, artefact, storyboard, evocative image(s), video, website, sketch

1 Artwork [M7] → describing and representing the scenario through a preferred artistic medium or format (at least one thematic track should be represented and, at least one technology should be considered)

- Travel to partners institutions to receive the training on DFA method and participate to final exhibition in September 2023 – April 2024
- Provide a narrative of the scenario as an input for the launch of the MUSAE second Open Call as one of the open call tracks which will be launched in 2024. Present the narrative of scenario as processual artwork at the exhibition in Barcelona in April 2024.
- Follow and mentor the team during the second residency (during the phase of Concept Development in May, June, July 2023 – one session per month).
- Develop an artwork which respect the conditions presented previously.

ONE THEMATIC TRACK + ONE TECHNOLOGY

1st OPEN CALL - Artists

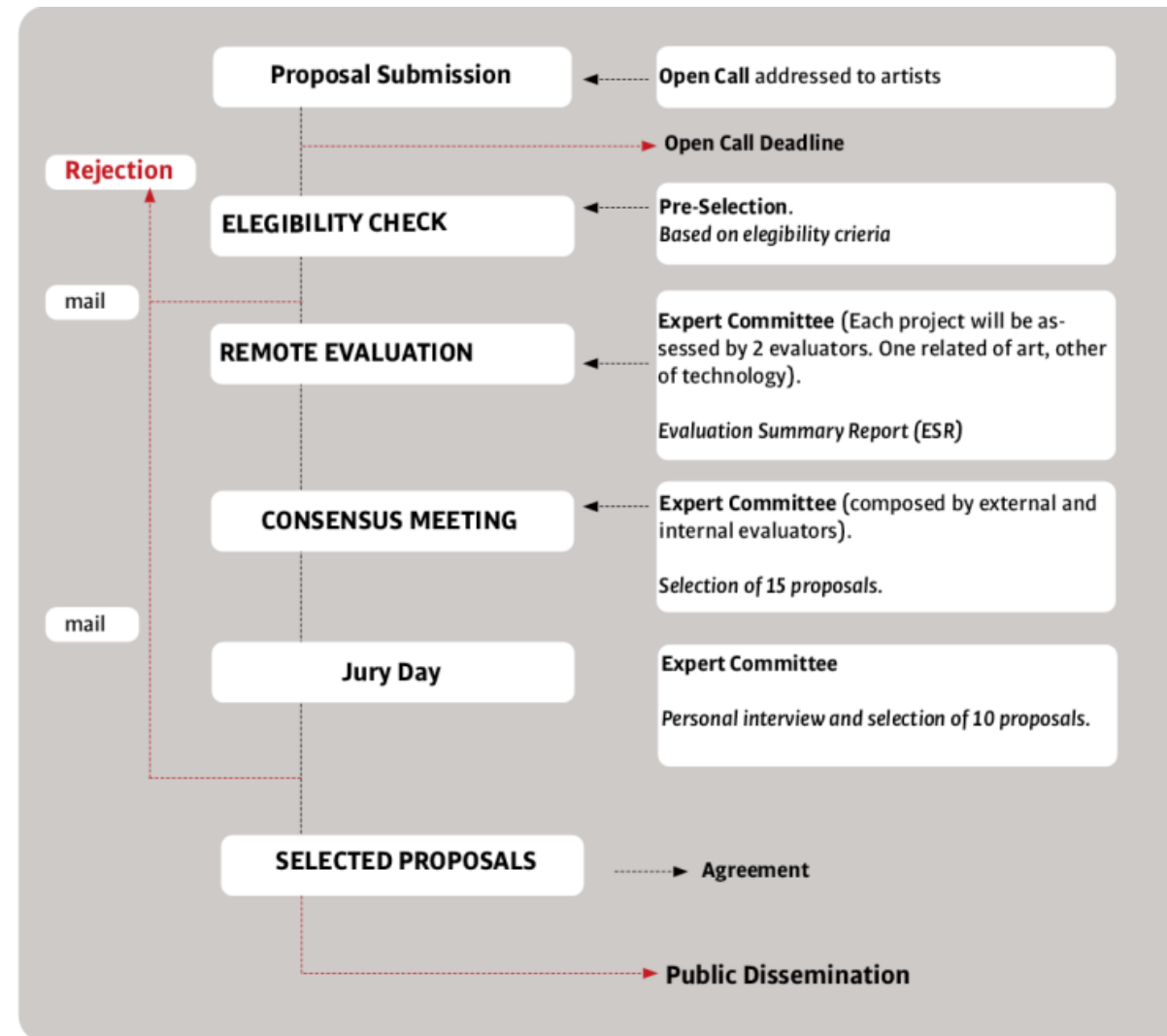


EVALUATION CRITERIA

Criteria	Minimum threshold	Priority in case of ex aequo [1 highest, 3 lowest]	Criteria	Minimum threshold	Priority in case of ex aequo [1 highest, 3 lowest]
<p>EXCELLENCE</p> <p>1. Innovation: Coherence and relevance with the objectives and scope, including innovative concepts, artistic approach and complementarity with the thematic tracks, digital technologies and the MUSAE domain.</p> <p>2. Fit: The Proposal demonstrates a clear understanding of the thematic lines to which it responds, and fits the vision of MUSAE</p> <p>3. Soundness: The proposal demonstrates a clear and credible critical future vision of one of the chosen topic to further deliver demonstratable scenario and one artwork by the end of the residency programme.</p>	3 out of 5	3	<p>IMPACT</p> <p>1. Artistic potential: The proposal demonstrates potential for artistic outcomes.</p> <p>2. Challenges: Definition of which innovative aspects the proposal contributes in relation to the challenges of contemporary ecosystems and its suitability to the defined topic.</p> <p>3. Critical and proactive sense: Balance between critical thinking and practical application of the results.</p>	3 out of 5	1
			<p>IMPLEMENTATION</p> <p>1. CV/ Artistic portfolio: The capacity, expertise and experience of the artists and the ability to go from the conceptual to the development stage of the project.</p> <p>2. Artistic and technological quality: Based on previous work, the vision of the proposal, and how the synergy between art and technology are applied to address the thematic area(s) and possible scenarios.</p> <p>3. Resources: The proposal clarifies the needs and objectives of the program and is realistic in terms of achieving them within the constraints of time and budget.</p>	3 out of 5	2

1st OPEN CALL - Artists

EVALUATION PROCESS



1st OPEN CALL - Artists

HOW TO APPLY?

APPLY TO THE PLATFORM

<https://www.f6s.com/>



1. Inside the platform you will be asked to register your company or yourself
2. Go to the MUSAE Open Call <https://www.f6s.com/musae-starts-open-call-for-artists>
3. Apply by responding to the questions
 - a. Please remember to have a CV updated and a portfolio with projects related to your choices (technologies and thematic)
4. Wait for our reply

Questions

Form questions

Please note that evaluators shall take the liberty of analysing a sample of the information provided. If this information is found not true, the project will not allocate funds to interested parties.

Artists Information

In this section you will need to provide your or your company general informations.

1 **Name of the contact person ***

Enter your complete name (first name and last name)

2 **Contact person Email address ***

Please enter the email address (mail@mail.com format) where we can contact you and send all the communications

3 **Contact person phone number**

Please enter your phone number (country code in brackets e.g. : (+XX) XXXXXXXX)

4 **Name of your legal entity or full name and surname of natural person ***

1st OPEN CALL - Artists

HOW TO APPLY?

QUESTIONS AND SECTIONS

1. **Artists Information** – Information to check the eligibility criteria
2. **Main Information** – Information about your proposal
3. **Proposal** – Describe your proposal and motivation
4. **Budget** – Provide a general identification on how you are going to spend money (Personell, other costs, travel, indirect costs)
5. **Portfolio** – Provide some previous work related to your proposal (MAX 2 – PDF 30MB)

Questions

Form questions

Please note that evaluators shall take the liberty of analysing a sample of the information provided. If this information is found not true, the project will not allocate funds to interested parties.

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3 **Contact person phone number**

Please enter your phone number (country code in brackets e.g. : (+XX) XXXXXXXX)

4 **Name of your legal entity or full name and surname of natural person ***

1st OPEN CALL - Artists



WHEN TO APPLY?

DEADLINE

5/06/2023 h. 12.00 CET.

Any application received after the deadline or through other channels will be automatically rejected

For more information write to: info@made-cc.eu

MUSAE

Q&A

