

# NEWSLETTER



Vol 1 April 2023

We are delighted to present the first MUSAE newsletter to inform of our news, results and future plans.

## Project Overview

MUSAE aims to set up a Human-Centred Factory Model, based on the Design Future Art-driven (DFA) method, and integrate it in a (European) Digital Innovation Hubs (DIHs) network, to support companies in guiding strategic digital technology innovation and address future challenges in the food domain to improve people and planet wellbeing. MUSAE will establish a deep connection with the S+T+ARTS ecosystem, bringing together expertise in design, art, nutrition and wellbeing, and human-machine interaction. MUSAE is an innovative, collaborative project between the following organisations: Ab.Acus, Universitat de Barcelona, MADE, PAL Robotics, Gluon, University College Dublin, University of Manchester & led by Politecnico di Milano



## PARTNER SPOTLIGHT

Prof. Marita Canina is the MUSAE project coordinator. She and her team will be responsible for WPs 1 & 2 and the overall success of the project. Prof. Canina has a PhD in industrial design and is an associate professor at the Department & the School of Design at Politecnico di Milano, where she is also Scientific Director of both the IDEActivity Center and the BioDesign Laboratory.



## RESEARCHER SPOTLIGHT

Eva Monestier is a PhD student in Design and research fellow at IDEActivity Center within Politecnico di Milano. Currently, she is involved in two ongoing European projects: Digital Creativity for developing Digital Maturity future skills (DC4DM) and MUSAE for which she is working side-by-side with IDEActivity's team and other project's partners to shape an innovative method - the Design Futures Art-driven method - merging Design Futures and Art Thinking and encourage artist-company collaboration.



# NEWSLETTER



## WP Overview

**WP1:** foresees the overall implementation and ensures success of MUSAE project. In addition, it establishes active promotion and dissemination of innovation, and monitors ethical aspects of project activities.

**WP2:** aims to set up an innovative MUSAE Factory model, consisting of the Design Futures Art-driven method, Integrated Stakeholder Database, and Training Format for art-tech collaboration in residencies. In addition, it defines thematic tracks in Food as Medicine which will be explored by artists during residencies.

**WP3:** The launch of the 1st MUSAE Open Call is approaching! €400,000 per 10 artists to foster a sustainability and people well being in the future food value chain with disruptive scenarios through digital technologies! Stay tuned, call is going to open in April!

**WP4:** aims to enable artists and technologists to collaborate and work together, guided by the DFA method, to develop innovative technological prototypes to answer crucial future challenges within the Food as Medicine domain.

**WP5:** will take care of the technological prototyping of the concepts developed by the team of artists and end-users creating 10 TRL5 prototypes (Technology validated in relevant environment - industrially relevant environment in the case of key enabling technologies).

**WP6:** will ensure the creation of a structured connection with the STARTS ecosystem that guarantees the exploitation of the MUSAE Factory model, the approach's recognizability, continuity with other STARTS projects.

**WP7:** involves communication & dissemination activities.

## MUSAE WEBSITE

The MUSAE website was launched last year, check it out for regular updates. Don't forget that our first open call launches in April 2023.

<https://musae.starts.eu/>



## KEY EVENTS

Our first open call launches **April 2023**;  
<https://musae.starts.eu/calls>

- A series of webinars will take place to give information on the open call
  - 08th May @ 11 am (GMT +2)
    - <https://shorturl.at/fyNX7>
  - 15th May @ 11 am (GMT +2)
    - <https://shorturl.at/bkRX2>
  - 22nd May @ 11 am (GMT +2)
    - <https://shorturl.at/gyPTV>

# NEWSLETTER



## MUSAE - FIRST OPEN CALL

In the **First open call**, 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**, along with the artworks representing them.

Selected artists will participate in the **first MUSAE residency programme**, where by following and **applying the DFA method** and **receiving mentoring support**, they will develop future scenarios as critical visions of the future, with reflection on one of technologies – AI, Robotics and Wearables.

→ **10 Artists**  
**3 Thematic tracks**  
**3 Technologies**  
**40.000 € per Artist**

→ **Call opening: April 2023**  
**Call closing: June 2023**

### First Residency Programme process



### Want to know more?

To find out more information about the open call, visit our website <https://musae.starts.eu/calls> for the guide for applicants and more!!!

Closing date: 05th June 2023

MUSAE is supported by Horizon Europe through S+T+ARTS an initiative of the European Commission, launched under the Horizon 2020 research and innovation programme to support collaboration between artists, scientists, engineers and researchers. For more information on the project and S+T+ARTS programme visit; <https://starts.eu/what-we-do/residences/musae/>