THE MUSAE FACTORY MODEL

Businesses today face rapid change, from sustainability to digital transformation. The **MUSAE Factory Model** helps companies stay ahead with a structured, **future-driven innovation approach**.

Built on the **Design Futures Art-driven (DFA) method**, MUSAE blends Design Futures and Art Thinking to drive digital transformation. It supports SMEs and startups in envisioning new food solutions that enhance well-being and address sustainability challenges.

MUSAE FACTORY MODEL INCLUDES

* A structured, repeatable **DFA process**
* **Creative tools** for R&D innovation
* Future scenario & prototype method
* Real-world case studies

Don't just adapt - create the future with MUSAE!

Contact Us
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S+T+ARTS   European Commission

MUSAE
Factory Model
Setting up and driving strategic collaboration between arts and technology for future-driven innovation

BY CHLOE RUTZERVELD

WHY THE MUSAE FACTORY MODEL?
The Value of Art-Driven Innovation

Unlock Innovation with MUSAE
* Explore future challenges by identifying emerging trends and tech opportunities
* Envision solutions that blend creativity, technology, ethics and sustainability
* Develop future-ready food health & sustainability prototypes
* Empower artists, technologists, and SMEs to co-create people-planet-centred, future-ready innovations
* Boost experimentation & storytelling
* Navigate the green & digital transition with confidence

BENEFITS FOR KEY STAKEHOLDERS

(E)DIHs – European Digital Innovation Hubs

* Enhance tech adoption through artistic collaborations
* Differentiate services & attract new opportunities
* Strengthen the services that EDIHs are providing through a well-structured Factory Model pack
* Offer (E)DIHs a unique advantage in helping SMEs integrate strategy, technology, and art for future growth

SMEs and Tech companies
* Develop new products & services that address real-world problems
* Improve user experience and acceptability integrating an artistic view
* Adopt sustainable design and development methodologies
* Integrate a future oriented and view in processes

Artists and Designers
* Work with cutting-edge AI, robotics and wearable technology
* Influence the future of sustainable innovation

Academia and Research Institutions
* Apply the DFA method in education and research
* Partner on interdisciplinary projects in art, technology and sustainability
* Equip students with the DFA method to anticipate and design for future challenges
* Enhances skills of students which will be relevant in near future on the employment market

Public Sector & Policymakers
* Integrate design principles into digital transformation strategies
* Shape the future of sustainable food & health policies