



D7.6 Communication & Dissemination Report - Year 2 activities

Project Number	101070421
Project Acronym	MUSAE
Project Name	A human-centred factory for a future technological sustainable development driven by arts
Project starting date	1 September 2022
Project end date	31 August 2025
Work Package producing the document	WP7
WP Lead Partner	UCD
Other Partner(s) involved	All
Deliverable identifier	D7.6
Deliverable lead beneficiary	UCD
Due date	31/08/2024
Date of delivery	03/09/2024
Version	1.0
Author(s)	Lorraine Brennan, Aoife O’Gorman
Classification	PUBLIC
Document Status	Final version

This project has received funding from the **Horizon Europe Framework Programme (HEU)** under grant agreement No 101070412.

Disclaimer: The views expressed in this document do not necessarily reflect the views of the EC.

Revision History

Version	Date	Created / modified by	Comments
1.0	01/08/2024	Aoife O’Gorman & Lorraine Brennan (UCD)	First Draft
1.1	10/08/2024	Tatiana Efremenko (POLIMI)	Internal review
1.2	13/08/2024	Aoife O’Gorman & Lorraine Brennan (UCD)	Final version

Executive summary

This report entitled 'Communication and Dissemination Report – Year 2 activities' will outline how the objectives set out in D7.2 Communication and Dissemination Plan' were carried out and achieved. This report describes the actions that were taken by the MUSAE partners during M13-M24 to disseminate results through appropriate communication channels and dissemination tools.

Several important activities were achieved, some of the which include the 'Future Foodscapes' Exhibition that was held in the University of Barcelona on the 9-10th of April. This exhibition was a milestone for the artists from the first Open Call, showcasing their artworks and research processes to the general public. Several events were organised as part of the exhibition, such as presentation of the artworks and Design Futures Art-driven (DFA) process to students at the University of Barcelona, a guided session with art curators and artists to present the artworks, as well as a matchmaking open session for SMEs and Digital Innovation Hubs (DIHs) in Barcelona. The exhibition was open for 2 days for the wider public and was well attended by various stakeholders.

The release of the first episode of the MUSAE podcast was another highlight, which we will continue to promote through our channels. In the first episode, we hear from MUSAE project manager Tatiana Efremenko, an AI expert – Prof. Petia Radeva and an artist from the first MUSAE residency – Cathrine Kramer, who interacted creatively in this project to address global related challenges to improve people and the planets well-being.

Some important collaborations with institutions and networks were established in the field of Food, Futures Thinking, such as [Future Food Institute](#) and [Foresight Europe Network](#) (FEN). The networks were used to disseminate the results of the projects, announcements of the open calls and events.

These together with the activities detailed below help us to promote the project and it's outputs to build beneficial cross-collaboration with relevant projects, initiatives and networks.

Table of Contents

1. Communication & Dissemination Report	5
1.1. Purpose of the document	5
1.2 Communication & Dissemination Activities.....	5
1.2.1 Scientific Community.....	5
1.2.2 Citizens/Public.....	6
1.2.3 S+T+ARTS & Artistic associations.....	8
1.2.4 Digital Innovation Hub networks.....	9
1.2.5 SMEs/Industry.....	10
1.2.6 Policy Makers.....	10
1.3 Future Communication & Dissemination Strategies.....	10
1.4 Conclusions.....	11
1.5 Annex.....	11

1. Communication & Dissemination Report – Year 2 Activities

1.1. Purpose of the document

The purpose of this document is to report the communication and dissemination activities that were achieved in Year 2 of the project. The activities for Year 2 were set out in Deliverable D7.2 Communication and Dissemination plan, which was a communication and dissemination strategy devised by the project partners to promote the MUSAE project using different tools and methods.

1.2. Communication and Dissemination Activities

The MUSAE consortium achieved several communication and dissemination activities over the course of Year 2 through multi-channel engagement to reach different stakeholders. This was achieved through strategic planning and commitment from the MUSAE consortium. An overview of these achievements can be found in Annex 1.5.1.

1.2.1. Scientific Community

Seven academic articles/conference proceedings acknowledging the MUSAE project were published. These publications were achieved by the UB team in the area of deep learning models/AI and associated publications, and Polimi team in the area of design, art and futures thinking. The details of these publications can be found below and are all available open access.

- (1) Nagarajan et al. 'Deep ensemble-based hard sample mining for food recognition', 2023, [here](#),
- (2) Imanol, et al., 'All4One: Symbiotic Neighbour Contrastive Learning via Self-Attention and Redundancy Reduction' 2023 [here](#),
- (3) Tatjer et al., 'CCLM: Class-Conditional Label Noise Modelling' 2023 [here](#)
- (4) Aguilar, et al., 'Continual Evidential Deep Learning for Out Of Distribution Detection' 2023 [here](#).
- (5) Bruni, et al., 'Time-Aware Circulant Matrices for Question-Based Temporal Localization' 2023 [here](#).
- (6) Ponte et al., 'Ontology-Driven Deep Learning Model for Multitask Visual Food Analysis' 2024 [here](#).
- (7) Monestier, E., Efremenko, T., Fiore, M., Canina, M. (2024). Beyond Boundaries: Art-Tech Collaboration Driving Future-Oriented Innovation. In: Evangelos Markopoulos,

Ravindra S. Goonetilleke and Yan Luximon (eds) Creativity, Innovation and Entrepreneurship. AHFE (2024) International Conference. AHFE Open Access, vol 125. AHFE International, USA [here](#).

In addition, seven international conference/workshop presentations were delivered to the scientific community, in particular in the areas of deep learning models/AI, art robotics, and futures thinking. The overall number of conference/workshop attendees is estimated at 2,500.

- (1) Bruni et al., (2023) 'Time-aware circulant matrices for question-based temporal localisation' ICIAP, 01 Sept, Udine, Italy.
- (2) Aguilar et al., (2023) 'Continual evidential deep learning for out of distribution detection' ICCVW 2023, 03 Oct, Paris, France.
- (3) Gonzalez et al., (2023) 'All4One: Symbiotic neighbour contrastive learning via self-attention and redundancy reduction' ICCV, 4-6 Oct, Paris, France.
- (4) Cangelosi et al., (2024) 'Art-robotic residencies enabled by common language' ICRA 2024, 17 May, Yokohama, Japan.
- (5) Rodic et al., (2024) 'Synchronisation of motion capture and forceplate data for analysis of vertical jumping' IcETRAN 2024, 03 June, Nis, Serbia.
- (6) Gordic et al., (2024) 'Physical interaction interpretation in industrial robotics using dynamic time warping principles' RAAD 2024, 04 June, Romania.
- (7) Monestier, et al., (2024) 'Beyond boundaries: Art-tech collaboration driving future-oriented innovation' AHFE Conference, 27 July, Nice, France.

1.2.2. Citizens/Public

Eight outreach events were held during the projects second year. These events included robot demos (6 separate events) for the general public (elderly people, students, school children). A public event was organized during Milan Design week to promote and present future scenarios developed based on the DFA method (Fig. 1). Additionally, a workshop in Serbia, Belgrade was organised where the 2nd open call and the DFA method were presented. Over 500 members of the general public attended these events (Fig. 2).



Figure 1. Presentation of future food scenarios developed by students in the Design Futures course at Politecnico di Milano at Milan Design Week 2024

In addition two blogs were published, one was focused on the MUSAE Future Foodscapes Exhibition¹ that took place in Barcelona on the 09th April 2024, the other Futures4Europe blog by POLIMI, describes the potential of merging Design Futures and Art Thinking approaches for responsible, sustainable and future-proof innovation. These blogs were viewed over 8000 times.



Figure 2: The DFA presented at the workshop in Belgrade, Serbia

¹ <https://musae.starts.eu/newsletter-2/>

1.2.3 S+T+ARTS & Artistic associations

The MUSAE website was launched at the start of the project as a sub-page on the S+T+ARTS website (<https://S+T+ARTS.eu/what-we-do/residences/musae/>) and as a linked page (<https://musae.starts.eu/>). These pages are updated continuously with new information whether its open call information, events etc. During Year 2 the website was restructured with different sections - *the About section* gives some background about MUSAE, a Youtube video that POLIMI developed to give the project context and our advisory board members. *The Partner section* details the MUSAE partner institutions and their involvement in the project. *The Calls section* details information about each of the open calls. *The Residency section* provides information on the first art-tech residency, the 12 future scenarios and artworks can be viewed here. *The DFA Method section* details the method using a Youtube video and describes the Figma and Miro board. *The dissemination section* contains the following tabs; events, brochures, publications, deliverables, webinars and newsletters. The website is regularly updated with the latest news, events, and essential information. An exhibition titled "Future Foodscapes" was promoted on the [STARTS webpage](#), with registration tickets available for all participants.

The MUSAE project continues to disseminate project results through the S+T+ARTS channels – through its social media channels (X, Facebook and Instagram), YouTube channel and through the monthly S+T+ARTS newsletters. In this reporting period, the team produced two press releases (Annex 1.5.2 & 1.5.3), one was to promote the second open call and the other was to promote the exhibition in Barcelona, these press releases were disseminated by the partners through their channels (note: not limited to a specific stakeholder). MUSAE was featured in 18 newsletters covering various milestones and events. A special edition MUSAE newsletter (Annex 1.5.4) was released in April via S+T+ARTS which detailed and promoted all of our activities to date. It included information on the 2nd open call, webinars, the Future Foodscapes Exhibition and general information. Newsletters reached the following subscribers – S+T+ARTS newsletter has over 3,800 subscribers, GLUON newsletter reaches 15,000 subscribers.

The first MUSAE [podcast](#) was recorded and released on the 24th of July 2024. The podcast features interviews with 3 people from the MUSAE project highlighting the intersection between AI and art and harnessing this for innovation. The contributors included Tatiana Efremenko (POLIMI), Prof. Petia Radeva (UB) and Cathrine Kramer (A MUSAE First Residency artist). (note: newsletters and podcast are not limited to a specific stakeholder).

The Future Foodscapes Exhibition was held in the University of Barcelona from the the 09-10th of April 2024, which was an exhibition of artworks produced by artists involved in MUSAE's first open call (Fig. 3). Further information on the event can be found [here](#). Within this exhibition **3 events** were organised as part of the "Future Foodscapes" Exhibition of the 12 scenarios and were attended by artists (60-80), curators (10-15), digital hubs (8-10), students (150-200), SMEs (8-10), and the general public (370).



Figure 3. Future Foodscapes exhibition 09-10th April, Barcelona

1.2.4 Digital Innovation Hub (DIH) networks

A number of activities were used to disseminate and promote the project activities to Digital Innovation Hubs (DIHs). These include the dissemination of newsletters to promote the 2nd Open Call (and also the first Open Call), which 100 DIHs received. DIHs were invited to attend the Future Foodscapes exhibition in Barcelona. The exhibition was held in the University of Barcelona over two days (09-10th April) and was a showcase of artworks produced by artists who were involved in MUSAE's first Open Call. The first open call selected 12 artists to participate in residencies. During this time artists explored future challenges and opportunities around the topic 'Food as Medicine' using the Design Futures Art-Driven (DFA) method to develop possible future scenarios.

ETF robotics organised a workshop on the 22nd of April in Serbia where the Factory model and DFA method were presented to over 40 people from DIHs in attendance (Fig. 2).

1.2.5 SMEs/Industry

Different methods were used to inform SMEs and industry of the projects 2nd Open Call and other activities. A number of webinars (4) were recorded in relation to the 2nd Open Call (3) and one information day for the Agri-food sector. The recordings of these can be found [here](#). In total 65 SMEs attended the 4 webinars.

SMEs and industry representatives were invited and attended the Future Foodscapes event in Barcelona. In addition, 10 industry representatives attended the workshop in Serbia. Over 2000 companies have been reached through a newsletter (special edition MUSAE newsletter) via [Ibec](#).

1.2.6 Policy Makers

Dissemination activities were carried out to target key opinion leaders which includes scientific associations, food organisations and policy makers. These activities included events such as the Future Foodscapes Exhibition and the event organised by ETF Robotics at the Serbian chamber of commerce and industry (SCCI).

A number of key opinion leaders have given guest lectures and introduced MUSAE to POLIMI design students, researchers and professors, these speakers and their associations are listed below;

- **Roberto Poli**, UNESCO Chair in Anticipatory Systems
- **Alberto Robiati**, ForwardTo network;
- **Chiara Colombi**, Associate Professor, POLIMI
- **Epaminondas Christofilopolous**, UNESCO Chair on Futures Research, Momus President;
- **Jan Oliver Schwartz**, Technischen Hochschule Ingolstadt;
- **Uri Casademont**, Futures Days founder;
- **Frederik van Amstel**, Associate Professor, University of Florida,
- **Ammer Harb**, Educator at German University of Cairo,
- **Adam Nocek**, Associate Professor at University of Arizona
- **Oskar Stokholm Ostergaard**, Danish Design Center;
- **Ivica Mitrovic**, University of Split;
- **Tobias Revell**, Design Futures Lead Arup;
- **Kirsten Van Dam**, Senior Foresight Strategist, Bespoke Manyone;
- **Joern Buehring**, Hong Kong Polytechnic University;
- **Luca Simeone, Rike Neuhoﬀ**, Aalborg University

1.3. Future Communication and dissemination strategies

The team will continue to disseminate activities as we move into Year 3 of the project, we will continue to use a multi-channel approach and develop new strategies to ensure we achieve the KPIs that we set ourselves at the beginning of the project. The annual plan will require engagement from all MUSAE partners to participate in communication and dissemination activities to ensure active stakeholder involvement. We will continue to refine and explore new opportunities to maximise impact and relevance.

1.4. Conclusion

Overall, the MUSAE team fulfilled a number of dissemination activities for year 2 of the project. The project is well established and visible in the research, design, artist communities and SMEs/industry. The range of activities and contributions from the partner organisations ensured a large reach across a diverse group of disciplines. The various dissemination tools, including newsletters, academic articles, press releases and blogs, have successfully reached diverse audiences.

The "Future Foodscapes" exhibition was a significant highlight, demonstrating the project's ability to engage the public and stakeholders in meaningful ways. In addition, the first MUSAE podcast was released on the 24th of July. Future dissemination efforts will build on these successes, possibly exploring new formats and channels for engagement.

The MUSAE project has made significant progress in its dissemination and exploitation activities. The lessons learned underscore the importance of adaptability, multi-channel engagement, and active stakeholder involvement. As the project moves forward, these insights will guide the refinement of strategies and the exploration of new opportunities to maximise impact and relevance

1.5. Annex

Type of activity	Date	Partner(S)	Description	KPI	Notes
Outreach event	30/08/2023	UoM	Robot demo for AI minister visit at UoM	30 participants	BBC north west media were in attendance
Outreach event	08/09/2023	UoM	Robot demo for MIDAS Brazilian delegation visit at UoM	15 participants	Tech and manufacturing people attended
Outreach event	10/11/2023	UoM	Robotic demo for University of Notre Dame Australia team	15 participants	
Outreach event	11/12/2023	UoM	Robotic demo for university students	8 participants	
Outreach event	12/12/2023	UoM	Christmas robotic event for elderly in Brunswick village extra care	20 participants	Elderly population
Outreach event	20/4/2024	UoM	Robot demo for Manchester Italian kids	70 participants	Young children and their parents
Outreach event	22/4/2024	ETF	Workshop	40+ participants	Artists, SMEs and general public
Outreach event	18/4/2024	POLIMI	Public event DFA method presented	50+ participants	General public, designers, students
Conference/Workshop	01/09/2023	UB	Bruni et al., (2023) 'Time-aware circulant matrices for question-based temporal localisation' ICIAP, 01 Sept, Udine, Italy		

Conference/Workshop	03/10/2023	UB	Aguilar et al., (2023) 'Continual evidential deep learning for out of distribution detection' ICCVW 2023, 03 Oct, Paris, France		
Conference/Workshop	4/10/2023	UB	Gonzalez et al., (2023) 'All4One: Symbiotic neighbour contrastive learning via self-attention and redundancy reduction' ICCV, 4-6 Oct, Paris, France		
Conference/Workshop	17/05/2024	UoM	Art-robotic residencies enabled by common language' ICRA 2024, 17 May, Yokohama, Japan.		
Conference/Workshop	03/06/2024	ETF	Rodic et al., (2024) 'Synchronisation of motion capture and forceplate data for analysis of vertical jumping' IcETRAN 2024, 03 June, Nis, Serbia		
Conference/Workshop	04/06/2024	ETF	Gordic et al., (2024) 'Physical interaction interpretation n industrial robotics using dynamic time warping principles' RAAD 2024, 04 June, Romania		
Conference/Workshop	27/7/2025	POLIMI	Efremenko, et al., (2024) 'Beyond boundaries: Art-tech collaboration driving future-oriented innovation' AHFE Conference, 27 July, Nice, France		
7 x scientific publications	Various dates	UB & POLIMI	(1) Nagarajan et al. 'Deep ensemble-based hard sample mining for food recognition', 2023, here , (2) Imanol, et al., 'All4One: Symbiotic Neighbour Contrastive Learning via Self-Attention and Redundancy Reduction' 2023 here , (3) Tatjer et al., 'CCLM: Class-Conditional Label Noise Modelling' 2023 here , (4) Aguilar, et al., 'Continual Evidential Deep Learning for Out Of Distribution Detection' 2023 here , (5) Bruni, et al., 'Time-Aware Circulant Matrices for Question-Based Temporal Localization' 2023 here , (6) Ponte et al., 'Ontology-Driven Deep Learning Model for Multitask Visual		

			Food Analysis' 2024 here . (7) Monestier, E., Efremenko, T., Fiore, M., Canina, M. (2024). Beyond Boundaries: Art-Tech Collaboration Driving Future-Oriented Innovation. In: Evangelos Markopoulos, Ravindra S. Goonetilleke and Yan Luximon (eds) Creativity, Innovation and Entrepreneurship. AHFE (2024) International Conference. AHFE Open Access, vol 125. AHFE International, USA here .		
2 x Blogs	31/8/2023	POLIMI	https://www.futures4europe.eu/blogs/design-futures-art-driven-methodology%3A-shaping-the-future-of-innovation	8233 views	General public
	25/4/2024	UCD	https://www.ucdnutrimarkers.com/blogs		
2 x Press releases	14/2/2024	UCD	Promoting the MUSAE exhibition in BCN	Distributed via partner channels	
	25/3/2024	POLIMI	Announcing the 2 nd OC		
MUSAE was featured in 18 newsletters	Various dates	S+T+ARTS newsletters GLUON newsletters MADE newsletters	Promoting the 2 nd OC, highlighting the scenario booklet, promoting events, webinars etc	>19,000 subscribers in total	Artists, SMEs, general public, researchers
4 x Webinars	Various dates	MADE	Promoting the 2 nd OC	>120 attended	Industry, SMEs
Future Foodscapes Exhibition	9-10 th April 2024	UB	Exhibition of the scenarios from the 1 st OC – a number of events were held over the two days	>700 attendees	Artists, SMEs, general public
Podcast	24 th July 2024	UCD	https://on.soundcloud.com/AapTj2ZcEnavANQR8		

Annex 1.5.1: Communication and dissemination activities achieved for year 2

MUSAE S+T+ARTS Residency OPEN CALL FOR ARTISTS & SMEs

March 14 – May 21 2024

A project by Politecnico di Milano (Italy), Ab.Acus (Italy), Universitat de Barcelona (Spain), MADE Competence Center 4.0 (Italy), PAL Robotics (Spain), Gluon (Belgium), University College Dublin (Ireland), The University of Manchester (United Kingdom), University of Belgrade - School of Electrical Engineering (ETF) (Serbia).

MUSAE is a project supported by Horizon Europe through S+T+ARTS and carried out by a network of university, technology research centers and tech companies with the aim of defining an innovative Design Futures Art-driven (DFA) model to integrate artistic collaboration into European Digital Innovation Hubs (E-DIHs). The aim of MUSAE is to pilot a new collaboration model, which is called the MUSAE Factory model, based on art-driven innovation and design futures to guide tech-driven businesses in envisioning new solutions to improve the sustainability of the food value chain on different levels. In order to explore future challenges of food production and consumption, MUSAE is launching a STARTS Residency Program (<https://starts.eu/what-we-do/residences/>) that will exploit the application of AI, Robotics and Wearable technologies to develop innovative product and service solutions.

On March 14th MUSAE launched the second open call for the selection of **11 teams**, consisting of one artist and one SME, who will participate in an **10-month residency programme** and create future-driven concepts and prototypes of TRL 5. At least 1 team (artist and SME) will be specifically selected from one of the Widening Countries¹.

The teams of applicants are expected to choose one of the twelve future scenarios, which were created in the First MUSAE S+T+ARTS Residency Programme. Future scenarios serve as a context of exploration for the teams in which they would like to work and develop concepts and prototypes. Future scenarios cover a wide range of topics in the area of "Food as Medicine". All scenarios can be explored in more detail on the MUSAE website², as well as in the downloadable Scenario Booklet³. The teams of artists and SMEs are expected to apply with the proposal describing the opportunity of the scenario in the brief, which they would like to work on and develop during the Residency Programme by adopting the Design Futures Art-driven method.

The residence will last for 10 months in a hybrid mode, with scheduled travels to the different partners' locations across Europe. In the first phase the teams will work on Concept Generation, and in the second phase on Prototype Building. The teams will be supported by the expertise of the consortium in art and design (Politecnico di Milano, Gluon, University of Barcelona), nutrition (University College Dublin), and technologies in robotics, AI, wearables (Ab.Acus, PAL Robotics, University of Barcelona, University of Manchester, University of Belgrade). At the end of the Residency Programme, a public exhibition in Brussels, Belgium will be organized to exhibit developed prototypes to a large public. Each team can request a contribution of **80.000 €**, which must include all related costs.

The period for submitting applications runs until **May 21st, 2024 13:00 CET**. All application information and documentation has been posted on the MUSAE website at: <https://musae.starts.eu/musae/calls-2nd-open-call/>

Apply for the Second Open call here: <https://musae.fundingbox.com/>

For information write to: progettieupei@made-cc.eu with the following subject: [MUSAE2OC]

Annex 1.5.2: Press release for MUSAE's 2nd Open Call



MUSAE are delighted to announce a two-day exhibition ‘Future Foodscapes’ which will take place on the 9-10th of April at the historic building of the University of Barcelona [here](#) to showcase artworks based on the future scenarios on the topic of ‘food as medicine’ developed by the artists in the MUSAE project. For more information on the scenarios visit the MUSAE website⁴.

Artworks emerged from the MUSAE project which is supported by Horizon Europe through S+T+ARTS and carried out by a network of universities, technology research centers and tech companies with the aim of defining an innovative Design Futures Art-driven (DFA) model to integrate artistic collaboration into European Digital Innovation Hubs (E-DIHs). The aim of MUSAE is to pilot a new collaboration model, which is called the MUSAE Factory model, based on art-driven innovation and design futures to guide tech-driven businesses in envisioning new solutions to improve the sustainability of the food value chain on different levels.

The exhibition will kick off on Tuesday the 09th of April @ 6 pm in the beautiful hall of the historic building of the University of Barcelona. Each artist will introduce their work, offering insights into their creative processes and inspirations. This will be followed by a cocktail party to encourage networking and discussion among participants.

The exhibition will continue throughout the day on Wednesday the 10th of April (9am – 9 pm), allowing visitors to immerse themselves in the diverse and captivating creations on display. **To register for these events please click [here](#).**

Artists showcasing work at the exhibition are: Baum & Leahy | Chloe Rutzerveld | Eleonora Ortolani | Frederik De Wilde | Irena Djukanovic | Katarina Andjelkovic | Lisa Mandemaker | Maciej Chmara | Nonhuman Nonsense | Peter Andersen | Sanja Sikoparija | The Center for Genomic Gastronomy |

The MUSAE team & artists look forward to meeting you in Barcelona!

A project by Politecnico di Milano (Italy), Ab.Acus (Italy), Universitat de Barcelona (Spain), MADE Competence Center 4.0 (Italy), PAL Robotics (Spain), Gluon (Belgium), University College Dublin (Ireland), The University of Manchester (United Kingdom), University of Belgrade - School of Electrical Engineering (ETF) (Serbia).

Annex 1.5.3: Press release for the ‘Future Foodscapes’ Exhibition

We advise you to click on the pop-up window of your mailing platform to open this mail in your browser and enjoy the full layout.



This newsletter is shared on behalf of the consortium of the S+T+ARTS Residencies MUSAE project. If you want to get in contact or explore collaboration options, reach out to them [here](#).

I. MUSAE 2ND OPEN CALL FOR TEAMS OF ARTISTS AND SMES IS NOW OPEN

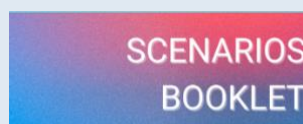


We are delighted to announce that the **MUSAE S+T+ARTS residency 2nd Open Call is Open** ! This call is open for teams consisting of 1 SME and 1 artist who will create future-driven prototypes based on one of the future scenarios in 'Food as Medicine' (developed as part of **Open Call One**). MUSAE will select 11 SMEs + 11 Artists to take part in a 10-month residency programme where they will work together as a team (1 SME + 1 Artist) to develop prototypes based on the Design-Futures Art-Driven (DFA) method. MUSAE will offer the selected teams the following;

1. Up to 80,000 EUR lump sum grant (of which 24,000 EUR goes to the artist and up to 56,000 EUR goes to the SME).
2. Mentorship and support from the MUSAE consortium experts (art, design, technologies, nutrition).

3. A 10-month residency programme aimed at cultivating novel ideas and prototypes that advance a future food system characterised by improved planetary health and well-being.
4. Testing artistic experimentation for future product or service innovation.
5. Access to the S+T+ARTS and the MUSAE network and experts.
6. Participation in exhibitions showcasing the outcomes of the residency programme.
7. Visibility through high impact communication activities to promote art-tech collaboration and sustainable innovation.

The application period is now open and will close on the 14th of May 2024 @ 13.00 CET.



2. INTRODUCING FUTURE FOOD & TECHNOLOGY SCENARIOS

The first MUSAE Open Call selected 12 amazing artists to explore the theme 'Food as Medicine' using our DFA method for developing future scenarios. This resulted in the future scenarios which can be further explored [HERE](#). Now, we invite teams to apply for the 2nd Open Call, taking one of the future scenarios as a context. This will serve as a starting point to develop new concepts and prototypes (expected to reach TRL 5) in the form of a product or service.

3. UPCOMING INFORMATIVE SESSIONS

Do you have any questions or doubts about preparing your proposal? Then join us for a series of informative webinars, where we dive into the open call details. Our first webinar offered participants an introduction to the goals and ambitions of the 2nd Open Call and exploring future scenarios. The next webinars in the series will focus on the application process, matchmaking and will provide the opportunity to engage in live Q&A's with consortium experts. If you missed the first webinar, don't worry you can re-watch it [HERE](#).

The next sessions are scheduled for:

28th of March @ 15.30 CET - **WEBINAR MUSAE - Second Open Call: How to Match, How to Apply.** This webinar was recorded and can be viewed **HERE**.

11th of April @ 11.00 CET **WEBINAR MUSAE - Second Open Call Q&A Session**

4. SME & ARTIST MATCHMAKING SESSION

Are you thinking about applying to the MUSAE 2nd Open Call but are looking for an Artist or SME to team up with? Together with the support of the *Enterprise Europe Network* (EEN), we have developed a platform to match Artists and SMEs with the same interests.

How it works:

1. Register on the platform.
2. Publish a business profile or a portfolio to showcase your needs.
3. Browse profiles of other attendees.
4. Send and receive meeting requests.
5. Matchmaking event

For more information click **HERE**

5. FUTURE FOODSCAPES EXHIBITION - 9TH & 10TH OF APRIL - BARCELONA



The poster for the 'Future Foodscapes' exhibition features a gradient background from purple to orange. On the left, logos for MUSAE, S-T-ARTS, and the University of Barcelona are displayed. The central text reads 'FUTURE FOODSCAPES' in large, bold, black letters, with 'UNIVERSITY OF BARCELONA' underneath. On the right, the exhibition dates '9.04.2024 - 10.04.2024' are listed vertically next to the word 'EXHIBITION'. Below this, a list of participating artists and organizations is provided.

EXHIBITION
9.04.2024 - 10.04.2024

Baum & Leahy
Chloé Rutzerveld
Eleonora Ortolani
Frederik De Wilde
Irena Djukanovic
Katarina Andjelkovic
Lisa Mandemaker
Maciej Chmara
Nonhuman Nonsense
Peter Andersen
Sanja Sikoparija
Centre for Genomic
Gastronomy

MUSAE
S-T-ARTS
UNIVERSITAT DE BARCELONA

**FUTURE
FOOD
SCAPES**
UNIVERSITY OF BARCELONA

The first MUSAE Open Call selected 12 artists to participate in residencies. During this time the artists explored future challenges and opportunities around the topic 'Food As Medicine' using the DFA method to develop possible future scenarios. A two-day exhibition will take place on the 09th and 10th of April at the historic building of the University of Barcelona. This venue provides a fantastic setting to showcase the artworks based on the future scenarios developed by the artists. The exhibition will kick off with an opening on the 09th of April @ 6 pm. Each artist will introduce their work, offering insights into their creative processes and inspirations. This will be followed by a networking cocktail party. The exhibition will continue throughout the day of the 10th of April, allowing visitors to immerse themselves in the diverse and captivating creations on display. To attend this event please register [HERE](#).

6. ABOUT MUSAE

MUSAE aims to set up the factory model, based on the DFA method and integrate it into a (European) Digital Innovation Hubs (DIHs) network to support companies in guiding strategic digital technology innovation and addressing future challenges in the food domain to improve people's and the planet's wellbeing.

In addition, 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. Through two open calls, involving 23 artists and 11 SMEs, we aim to foster collaborations that push the boundaries of what's possible, turning visionary ideas into tangible outcomes.

To ensure the replicability and widespread adoption of successful practices, MUSAE will establish and activate a Factory Model Pack within the DIH partners designed to empower other DIHs to seamlessly incorporate and replicate the proven framework, thereby enhancing the overall impact and reach of these initiatives.



MORE INFO ABOUT
MUSAE



MORE INFO ABOUT
THE DFA METHOD

S + T + ARTS



**Funded by
the European Union**

The MUSAE project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement 101070421

© 2024 S+T+ARTS, all rights reserved

This newsletter is powered by [La French Tech Grande Provence](#).

Annex 1.5.4 MUSAE Special edition newsletter – 09th April 2024

