To applied theatre practitioners

Call for Participation:
Applied Theatre in Innovation

We welcome you to submit your Intent to Participate – PRE-CONFERENCE WORKSHOP (16-17 June) & PARTICIPATORY INNOVATION CONFERENCE 2013 (18-20 June), Lahti, Finland.

The idea of the Programme on Applied Theatre in Innovation is to explore what happens at the cross-roads of arts and science.

Why bridge applied theatre and organizations?
Innovation seems to be a more complex phenomenon than previously understood. It is essential to focus holistically on how an organisation is run, and how members of an organisation identify practice, learning, participation, and innovation as part of their day-to-day work and practices. One key element of innovation is organisational learning, says one of the keynote speakers of PIN-C 2013, Elena Antonacopoulou (Antonacopoulou, 2006a; 2006b).

The capacity to seek and see new points of view can be facilitated through organisational

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process innovations. As an art form appearing in organisations and in business life in general, applied theatre has received attention; managers and business people have invited scholars and practitioners from the arts to the same table to discuss how to benefit from cooperation. Or, vice versa, scholars and practitioners from the arts have invaded organisational life. Keynote speakers of PIN-C 2013, Giovanni Schiuma (Schiuma, 2011; www.arts4business.org) and Ariane Berthoin Antal (Berthoin Antal, 2009\(^2\)) emphasize that, for example, the arts have been used to attempt to sharpen skills needed in the organisation (creativity, diversity, imagination, and improvisation) or have aimed at practical outcomes, for example generating greater numbers of ideas, awareness or impacts on strategy, or at organising communication and interaction training. These arts applications – arts-based initiatives as Giovanni Schiuma would say or artistic interventions in Ariane Berthoin Antal’s words – have been viewed as encounters between different domains, as the artist or art practitioner enters into the workplace to work with organisational members and/or arts are brought into the world of the organisation.

**Are you interested in...?**

If you find any of these following points interesting – you should sign up:

- I’m interested in broadening my expertise into organisations
- Joy, play, sensuous knowing, laugh, creative leaps inspire me
- It would be inspiring to experience what is happening in other countries in the field of applied theatre and organisations
- I do process drama, play back theatre, post-boalian theatre practices, design and theatre
- I would like to be part of an international network and meet like-minded people from the UK, Denmark, Finland, and...
- I would like to share my own skills and knowing with other practitioners
- It would be useful to become familiar with what is happening in the field of artistic interventions and arts-based initiatives
- I am interested in experimental playful exploration

**What is Participatory Innovation?**

Participatory Innovation combines theories and methods across academic fields that describe how people outside an organisation can contribute to its innovation. Join this conference to help identify ways for industry, the public sector, and communities to expand innovation through the participation of users, employees, suppliers, citizens, members, etc. – on a strategic level, in concrete methods, and in day-to-day interactions.

Industry, public agencies, and communities increasingly adopt people-driven and open innovation, as they realise that innovation cannot come solely from within an organisation. Innovation happens in between people outside and people inside – because they have different stakes and perspectives.

In academia, new breakthrough contributions to understanding and supporting innovation also emerge in the borderlands between disciplines that traditionally do not collaborate.

**What are the five PIN-C 2013 themes?**
PIN-C is organised for the third time now, the first one was in Denmark, the second in Australia, and this third one takes place in Southern Finland at Lahti. We are expecting 150-200 participants, and the purpose of the conference is to explore innovation from multiple points of view. At PIN-C 2013, five themes are addressed in different tracks: 1. Aesthetics of Designed Participation, 2. Design Anthropology and Social Innovation, 3. Social Shaping of Innovation in Organisations, 4. Participatory Business Design, 5. Innovation Policy and Local Participation (http://www.pin-c2013.org > Tracks). It is our intent to create a dialogue within each of these five tracks with different genres of applied drama and theatre. These genres will be based on your expertise in, for example, play back theatre, design and theatre, theatre for organisational learning and development, change theatre, theatre and visualization, and alike.

**Whom we are expecting to attend and why?**
We are expecting researchers, business and public sector leaders, and applied theatre practitioners to attend PIN-C 2013. The main idea is to create spaces and places for multi-voiced dialogue at the cross-roads of innovation research and applied theatre. Mixing people with various backgrounds and interests might lead us to unpredictable outcomes and pave the path to the heart of innovation; to break the familiar routines and ways of thinking and reasoning.

**How to join?**
Artists and scientists usually don't meet to work together, but we have the lived experience that when the skills and knowing of theatre practitioners meet those of researchers in innovation, it turns out to be fruitful, inspiring, creative and challenging. Therefore, we would like to invite you to explore what is happening in the field of innovation research in a conference in Finland in June 2013. We are inviting a maximum of 20 applied theatre artists to join the PIN-C conference.

If you are interested – as an individual or as a company or group – to be part of this event, please send a short description of your experience in using theatre in organisational, scientific or similar settings. Your Intent to Participate should include:
- Who are you?
- What have you been doing in organisations?
- What is your favourite form of applied drama?
- What lesson have you learned in applying theatre in organisations?
- What inspires you in PIN-C; is there a specific theme or intuition which drives you on?
- What are your expectations concerning the PIN-C 2013 Programme on Applied Theatre in Innovation, and what are you willing to contribute?

If possible attach a sample of your work that you feel is relevant and interesting in this context. Please submit your Intent to Participate by **10 December 2012** by e-mail to PIN-C2013submissions@lut.fi.
What are the practical steps in this process related to the Programme on Applied Theatre in Innovation?

In practice, we will proceed in this way:

- The 20 artists and applied drama and theatre practitioners who sign up for the conference will be divided into groups of four (4) participants.
- Each group of four participants will – before the conference – prepare their artistic contribution to one track – to the theme of the track in general or to a specific paper in it. They’ll sketch their idea and start rehearsing it via skype, facebook or other media. Ideas will also be shared with other groups, so that we all know what the others are planning and creating.
- On 16–17 June, before the conference, we will all meet for a Pre-Conference Workshop, where each group of four people can finalise their contribution and exchange with the other groups. This workshop will be held in an amazing countryside place in Southern Finland, ‘Lehmonkärki’ near Lahti. It is a Finnish summer heaven by Lake Päijänne, surrounded by pure nature.
- Finally, during the conference, we will act as “Travelling Theatres”. Each group will in turn perform to their own track with the rest of the groups (16 persons) present. Then we move on to the next track, and in this way, we travel through each track, and in each track, different applied drama and theatre applications will be utilised. We will also have reflection zones among the 20 actors after each applied drama intervention.

The Pre-Conference Workshop fee is 90 euros, and the PIN-C conference fee is 320 euros (www.pin-c2013.org > Registration). During the Pre-Conference Workshop, we can offer a modest accommodation at Lehmonkärki. During the conference, participants may find accommodation in hotels in Lahti (further information on booking, etc. is forthcoming on the PIN-C 2013 website).

If you have questions or wish to discuss something, please don’t hesitate to contact the Chairs:

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