

Have you been looking for ways to diversify your income stream?

Are you interested in opportunities to bring your skills and knowledge to new audiences?

Business & Arts NL is dedicated to developing connections and collaborations between businesses and artists. We believe both sectors benefit from finding common ground and working together. Business benefit from the creativity artists bring to their operations, helping them reach innovative solutions and generate new ideas. Artists benefit from exposure to diverse audiences and opportunities for income-generating work.

Design Thinking, an inherently creative process, provides the perfect medium for collaboration.

At its core, design thinking works by unlocking the creativity of participants working together, reacting, discussing, and trying new approaches to arrive at solutions. Design Thinking: Collaboration for Innovation is a year-long project bringing together members of the private, public, and creative sectors through a series of events focused on fostering collaboration and innovative problem solving. The project will offer several opportunities for artists across disciplines to get involved.

Symposium (November 26, 2019)

The Symposium will bring together members of the private, public, and creative sectors to introduce them to the principles and processes of design thinking. The day will include a mix of speakers, presentations, and hands-on activities, along with opportunities for connecting with other participants. Creative sector participants can access a subsidized ticket price of \$25 for BANL members, \$35 non-members, which includes nutrition breaks and lunch



Design Lab 1 (November 27, 2019)

The Design Lab will provide a more advanced introduction to the principles of design thinking and offer participants hands-on experience applying the process. This full day session will be facilitated by professional facilitators from the DesignThinkers Group. We are seeking 6-8 visual artists to act as co-facilitators. These artists will collaborate with business teams to provide a visualisation of the ideas generated. Compensation will be provided.

Training for Creative Facilitators

Are you looking for additional income streams? Interested in bringing your skills into private sector settings to help improve their creativity and productivity?

This course will train artists in facilitation skills and work with you to harness your creative skills to produce marketable programs to be offered to local businesses. Artists will learn how to translate their craft to add value to a variety of workplaces and diversify their income stream in the process. Programs developed may focus on such topics as team building, enhancing workplace creativity, improvisation, or public speaking, using your creative medium as the method of instruction.

Once these workshops have been designed and tested, Business & Arts NL will help connect interested private and public sector customers with these opportunities. (Winter 2020)

Bootcamp

This week-long training opportunity is for individuals interested in facilitating future design thinking work. Co-hosted by the Gardiner Centre and featuring facilitation from DesignThinkers' Academy global network. (February 2020)



Design Lab 2

Facilitated by local and international facilitators. “Innovation 2.0” will bring businesses and artists together to design solutions as we move towards the future of art + technology and a knowledge-based workforce in NL. (April 2020)

Internships

Business & Arts NL wants to bring the collaborations to the next level by providing cost-shared opportunities to bring creatives into corporate environments for 1 - 120 days. (April - July 2020)

For more information on any of these opportunities, or to get involved, please contact Deborah Coombs, at dcoombs@businessandartsnl.com.

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**Design Thinking:
Collaboration for
Innovation**

**Opportunities for
Artists**

