



Workshop: *SINCO*: Service Design meets *RegionArts*: arts & ICT collaboration

Thursday 30 May 15:30–17:00 pm

Host: *Samuel Ahola*, University of Lapland

You are warmly invited to gather around a campfire in SINCO Service Innovation Corner. The workshop session on “SINCO: Service Design Laboratory meets RegionArts: arts & ICT collaboration” invites to learn and share on how creative collaboration in the respective fields can help to create smart, green and social innovations.

In this workshop session, we will demonstrate a practical approach to service design, co-creation and user-experience-driven innovation activities with *SINCO Service Innovation Corner* concept. This environment and methods utilizing technology-aided tools enable holistic development of services, systems and processes in one place with a hands-on approach. As such, SINCO has been used in development projects with several national and international companies and organizations.

Together with *RegionArts* project and *Arctic Design Cluster*, we will bring in discussion on artistic and creative processes as catalysers of innovation, particularly in areas such as ICT that has an ever-increasing role due to digitalisation but also intersects in many fields with artistic processes.

As is the SINCO concept, so is this workshop session done with a hands-on approach to let participant experience and get inspired in practice. **To ensure a good experience of the workshop process the maximum capacity of this workshop is 20 participants. To indicate your interest, please send an e-mail to samuel.ahola@ulapland.fi.**

