Viden- og innovationsmiljøer i Aarhus

1. Fødevarer / Agro Food Park
- +1000 medarbejdere
- 75 virksomheder og videninstitutioner
- 100 ha. + 5 ha. forsøgsmarker
- +45.000 m^2 - erhverv, forskning, undervisning, labs, konferencefaciliteter, mv.
- Nøgleaktører: L&F, Seges, Arla, AU, Teknologisk Institut, AFP Inkubator, Aarhus Tech, Danish Food Cluster

2. Sundhed / Skejby
- +12.000 medarbejdere og studerende
- +50 virksomheder, viden- og uddannelsesinstitutioner, hospitaler, mv.
- +400.000 m^2 – hospitaler, forskning, undervisning, erhverv, mv.
- Nøgleaktører: AUH, AU, VIA University College, INCUBA Skejby, MTIC, SOSU-skolen

3. ICT / Katrinebjerg
- +3000 medarbejdere og studerende
- +120 virksomheder og viden- og uddannelsesinstitutioner, mv.
- +35.000 m^2 - erhverv, undervisning, forskning, labs, mv.
- Nøgleaktører: AU, Alexandra Instituttet, INCUBA Katrinebjerg, it-forum, CapNova, Væksthus Midtjylland, Danmarks Medie- og Journalisthøjskole

Aarhus Universitet – Campus
- +40.000 medarbejdere og studerende
- +600.000 m^2 – undervisning, forskning, labs, adm., mv.

4. Cleantech/ Navitas
- 2.700 medarbejdere og studerende
- 75 virksomheder og viden- og uddannelsesinstitutioner, mv.
- 38.000 m^2 - erhverv, forskning, undervisning, labs, mv.
- Nøgleaktører: AU, Maskinmesterskolen, INCUBA Navitas, Clean

5. Mode, design, film, lyd, arkitektur/ kreative erhverv
- +2500 medarbejdere og studerende
- +100 virksomheder og viden- og uddannelsesinstitutioner
- +20.000 m^2 - erhverv, forskning, undervisning, film- og lydstudier, mv
- Nøgleaktører: Filmby Aarhus (inkubator), VIA University College, Kaospiloterne, HeadStart Fashion, Lydhavnen (samt Arkitektskolen på Godsbanen)

DIGITAL LIVING: IDENTITIES AND COMPLEXITIES   31st July - 11st August - Bachelor - 10 ECTS

In this course, participants will explore the topic of digital living by reading and discussing key issues, concepts, and theories of identity in digital contexts.

EXPLORING CULTURAL BIG DATA – COMBINING ARTS, ETHNOGRAPHY, AND DATA ANALYTICS
4th July - 21st July - Bachelor - 10 ECTS

In this course, participants will explore Aarhus 2017 related events to learn about how cultural analysis might be enacted in 21st century settings where digital and analog forms blur, where local and global networks collide, and because of this, studying any phenomenon is therefore a complex challenge.

GAME.PLAY.THEORY: RETHINK VR   24th July - 18th August - Bachelor - 10 ECTS

GAME.PLAY.THEORY is an interdisciplinary and project-oriented Summer School that revolves around digital games as research, media, design, culture and practice.

2017 Academy Summer Schools are offered in collaboration between Aarhus University and VIA University College and under the auspices of Aarhus 2017 European Capital of Culture.

**INKUBATOR
– UDVIDELSE PÅ VEJ
I FILMBY AARHUS**

- ★ Yderligere 4.400 m² er på vej i form af en tredje bygning
- ★ Proces med lokalplan er i gang
- ★ Bygherre er Filmby Aarhus
- ★ Forventet ibrugtagning sommeren 2018
- ★ Bygningen øger inkubationsmiljøet med ca. 1500 m²

"En vej kunne være en sømløs overgang mellem uddannelsens sidste del, og det at etablere egen virksomhed i et kreativt inkubatormiljø," siger Marianne Ping Huang.

ON THE BRINK OF NEW INFRASTRUCTURES

As past strong and common European infrastructures for public communication and citizens engagement are residing in outreach and coherence, we are on the brink of engaging with new, potentially more distributed and ubiquitous infrastructures such as open platforms for public big data, social media platforms and the Internet of Things.

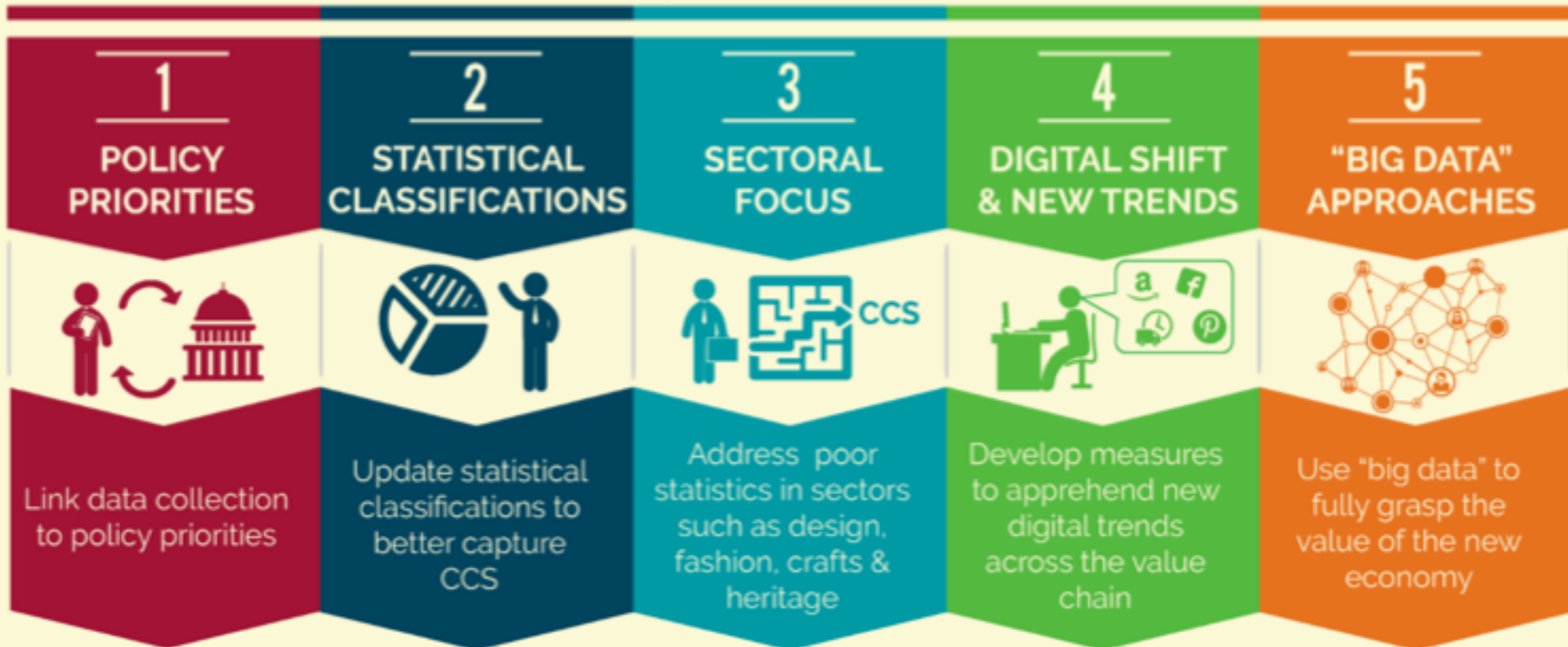Yet, in a time of transition we also face the risk of knowledge and engagement gaps between old and new infrastructures, resulting in public dissent, gaps in democratisation and dis-engagement with our common past, present and future.

SCHOOL OF COMMUNICATION AND CULTURE

AARHUS UNIVERSITY

12 APRIL 2018 | MARIANNE PING HUANG
DEVELOPMENT COORDINATOR

SOLIDUM PETIT IN PROFUNDIS
UNIVERSITAS ARHUSIENSIS

FEASIBILITY STUDY ON DATA COLLECTION AND ANALYSIS IN THE CULTURAL AND CREATIVE SECTORS IN THE EU, 2015

KEA RESEARCH: TOWARDS A BETTER UNDERSTANDING OF THE CREATIVE ECONOMY

Key Recommendations

1 POLICY PRIORITIES
Link data collection to policy priorities

2 STATISTICAL CLASSIFICATIONS
Update statistical classifications to better capture CCS

3 SECTORAL FOCUS
Address poor statistics in sectors such as design, fashion, crafts & heritage

4 DIGITAL SHIFT & NEW TRENDS
Develop measures to apprehend new digital trends across the value chain

5 "BIG DATA" APPROACHES
Use "big data" to fully grasp the value of the new economy

"It is the configuration of relationships that gives a system its essential characteristics. Thus, it is less helpful to define the creative economy
by what it does, than try to understand how it is organised."

Robert Hewison, 2015

BIG DATA & THICK DATA

"Thick Data analysis primarily relies on human brain power to process a small "N" while big data analysis requires computational power (of course with humans writing the algorithms) to process a large "N".

Big Data reveals insights with a particular range of data points, while Thick Data reveals the social context of and connections between data points. Big Data delivers numbers; thick data delivers stories. Big data relies on machine learning; thick data relies on human learning."
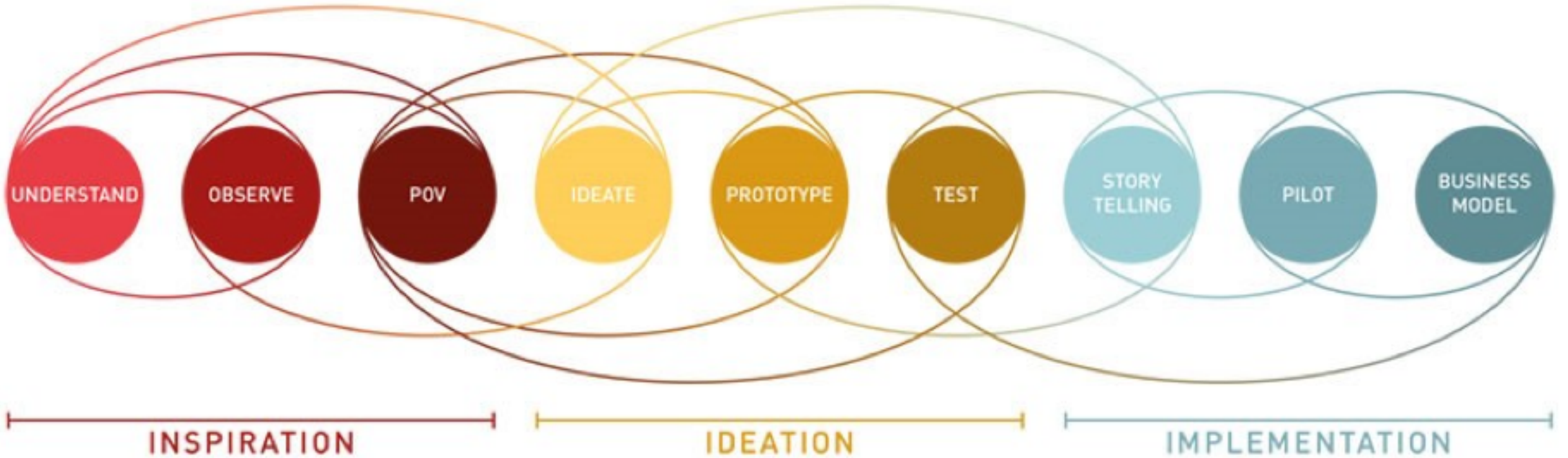
CULTURALLY SMART CITIES – LEARNING WITH HUMAN SCALE

"large distances: many impressions, short   distances: strong impressions

We gather large volumes of information over great distances, while we take in few but very intense and emotionally significant sensory impressions from short distances. What is common to the senses that function at short distance – smell and touch and thus also the ability to capture temperature signals – is that they are the senses most closely connected to our emotions."

Jan Gehl: Cities for People, 2010

THE DESIGN THINKING PROCESS

UNDERSTAND · OBSERVE · POV · IDEATE · PROTOTYPE · TEST · STORY TELLING · PILOT · BUSINESS MODEL

INSPIRATION · IDEATION · IMPLEMENTATION

AWOW

AARHUS WALKS ON WATER 2018

September 13th, 20:00

Havnepladsen
Aarhus

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AARHUS —2017—   more creative   m1dt regionmidtjylland   AARHUS KOMMUNE   AARHUS UNIVERSITET   VIA University College   Lifestyle & Design Cluster.   DOKK1