



# SPARKS

RETHINKING INNOVATION. TOGETHER.

## PRESS RELEASE

### Three artistic projects to be developed for the Sparks exhibition

Brussels, 2 February 2016

A jury composed of Sparks partners Ars Electronica, Science Museum London and the Amsterdam Health and Technology Institute (AHTI), selected **Anouk Wipprecht** (NL), **Lucy McRae** (UK) and **Jakob and Lea Illera** (AT) for a three-month residency at the Ars Electronica Futurelab in Linz, Austria.

In August 2015, Ars Electronica launched an open call for artists to express how they perceived technology in medicine, health and well-being. This open call aimed at gathering compelling visions of a not-so-distant future in which technological innovations will have a deeper impact on individuals and society.

A huge variety of well-known artists, artist-scientist duos, people working at renowned research institutions or PhD students exploring future technologies in the field of medicine and health responded to the open call.

The jury received **95 submissions** from **28 countries across the world**. Projects making use of wearable technologies, bio-art, visuals, sonic art, performances, robotics and projects already incorporating elements of Responsible Research and Innovation (RRI) were amongst the most appreciated applications.

The four selected artists distinguished themselves by proposing ideas which beautifully incorporate the latest technologies into unique and outstanding artefacts. Their projects will be developed during their residency at the Ars Electronica Futurelab with the support of scientists and futurologists.

You will have the opportunity to see the resulting artworks onsite at the Sparks exhibition touring Europe from July 2016.

You can learn more about Anouk Wipprecht, Lucy McRae, Jakob and Lea Illera's involvement in Sparks on Ars Electronica blog.

#### Why mix arts and science in this context?

In recent years, there has been a growing interest at EU and research levels to combine scientific investigation with artistic creation. This approach aims to unlock new strategies to tackle unsolved challenges and to stimulate advanced approaches to innovation. The Sparks project has involved artists in producing exhibits that will help engage the public with a deeper and more human perception of the technological evolutions that are defining postmodern society.

Responsible Research and Innovation (RRI) is an approach that takes into account societal needs and expectations in research and innovation, with the aim to foster the design of inclusive and sustainable scientific solutions. The EU has identified six pillars upon which RRI is built: engagement of all societal actors, gender (gender equality and gender in research and innovation content), science education (formal and informal), open access, ethics and governance. Learn more about RRI in Sparks first newsletter.

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