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Beyond the boundaries of Art & Design: The Innovative Creative Exchange

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Title: Beyond the boundaries of Art and Design - The Innovation and Creative Exchange

Strand: Navigations

Presenter: Dr Jess Power

The creative sector has a culture of transforming peoples life's through design led innovation. In the current climate of change and increasing political uncertainty it is essential that we are able to transcend our discipline boundaries to challenge, innovate and re-position the creative sector as the partner of innovation. It is widely accepted that innovative, sustainable and exciting developments cross traditional disciplinary boundaries and, therefore, have great potential to break through complex social problems (wicked problems), foster innovation and lead on novel design concepts and solutions. Students that experience interdisciplinary within their design education, optimise their learning experience, develop leadership skills and foster networks, building knowledge communities and exchanges that are sustained throughout their studies and beyond.

The Innovation and Creative Exchange is presented as a blueprint for innovation in transcending design through enabling students to work across disciplines. Sparks of energy are created when teams of students from the different disciplines come together. The ICE environment is dynamic and unique, sitting outside the traditional curriculum. It introduces disruptive parameters which impact on learning, placing students in an interdisciplinary teams in time controlled environment creates stimulating and new methods of working. Great design is by teams, not individuals so interdisciplinary and creating creative networks is essential at the university, it makes students and the commercial sector look at things differently leading to brilliant design and new idea generation.

This project provided an exchange for students to become partners in solving wicked problems though participating in interdisciplinary exchanges in the form of Design Challenges. It is contemporary and exciting, breaking the discipline boundaries that often exist in learning environments. It enables pop-up studios to be created across a range of environments. The ICE environment challenges students both creatively and technically enabling the participants to develop a creative tool kit to seek out innovation and take a world view of design. This session presents a best-practice models for embedding interdisciplinary collaboration into art and design. It draws on evidence from a four year project, identifying key challenges, levers/mechanisms and institutional barriers/solutions to enabling creative exchange to occur. The Innovation and creative exchange now attracts students from across all seven school in the university and enables Art and Design students to transcend and experience interdisciplinary collaboration.