

# BALTICLAB IDEATION



**MODULE 3**  
**7-12 September**  
**Moscow**



**SOCIAL MEDIA:**  
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**#balticlab**

**SI.**  
Swedish Institute.



## Wednesday, 7 September

### Arrival

**Where:** Park Inn by Radisson Sadu, ul. Bolshaya Polyanka, 17, Moscow, Russia, 119180

## Thursday, 8 September

### At Strelka

07.00-09.30	<b>Breakfast</b> <b>Where:</b> Park Inn by Radisson Sadu
10.00-13.00	<b>Welcome:</b> Arriving in Moscow, whats next? Updates from all the groups. <b>Where:</b> Strelka Institute of Architecture, Media & Design
	<b>Lunch</b>
14.00-19.00	<b>Groupwork</b> and individual group sessions with <b>Lillis</b> on pitching and presentation skills
19.00-20.30	<b>Balticlab Presents: Creative Industries for the Regions</b> Open seminar and reception, see more information at <a href="http://www.strelka.com/en/events/event/2016/09/08/balticlab-creative-industries-for-regions">http://www.strelka.com/en/events/event/2016/09/08/balticlab-creative-industries-for-regions</a>

## Friday, 9 September

### Groupwork

07.00-09.30	<b>Breakfast</b> <b>Where:</b> Park Inn by Radisson Sadu
10.00-13.00	<b>Groupwork</b> and individual group sessions with <b>Lillis</b> on pitching and presentation skills & <b>Morten Nottelmann</b> on group dynamics and project development <b>Where:</b> Strelka Institute of Architecture, Media & Design
13.00-14.00	<b>Lunch</b>
13.00- 19.00	<b>Groupwork</b> and individual group sessions with <b>Lillis</b> on pitching and presentation skills & <b>Morten Nottelmann</b> on group dynamics and project development
19.00-21.00	<b>Dinner at Strelka Bar</b>

## Saturday, 10 September

### Groupwork

07.00-09.30	<b>Breakfast</b> <b>Where:</b> Park Inn by Radisson Sadu
10.00-13.00	<b>Groupwork</b> and individual group sessions with <b>Morten Nottelmann</b> on group dynamics and project development
13.00-14.00	Lunch
14.00-18.00	<b>Groupwork</b>
19.00- 21.00	<b>A dinner hosted by the Nature Project</b>

## Sunday, 11 September

### Final Presentations

07.00-09.30	<b>Breakfast</b> <b>Where:</b> Park Inn by Radisson Sadu
10.00-13.00	<b>Preparations</b> for the final presentations in groups
13.00-14.00	<b>Lunch</b>
14.00- 17.00	<b>Preparations</b> for the final presentations in groups
18.00-20.30	<b>Final presentations of the Balticlab 4.0 groups.</b> <b>More info at:</b> <a href="http://www.strelka.com/en/events/event/2016/09/11/balticlab-the-presentation-of-final-projects">http://www.strelka.com/en/events/event/2016/09/11/balticlab-the-presentation-of-final-projects</a>

## Monday, 12 September

### Departure

### About the mentors:

#### LILLIS

Lillis has over 25 years of experience in presentation skills, as well as visual communication. With experience of marketing and meeting strategies, she has worked with high profile clients and companies from the business field world-wide. Her speciality is the raw guidance for success. Enhancing, as well as developing, the best parts of the clients personality and making the other facets acceptable when representing the core brand. All in order to build lasting relationships and brands, into the future.

#### MORTEN NOTTELMANN

Morten Nottelmann splits his time between teaching and practice within the various fields of design, music, culture, entrepreneurship and educational philosophy. He has received formal training from Rotterdam Conservatory in electronics and percussion and is a graduate of Kaospilot School of Business in Denmark. Currently he runs an operation that connects to universities, architecture schools, conservatories, creative individuals and the private sector all over Europe. He also runs workshops and a string of artistic projects.

# Balticlab 4.0 projects:

## The Nature Project

The Nature Project aims to reconnect people with nature through multi-sensory experiences. They are looking into the past and the present environments of human inhabitation, whilst developing a scalable event model to draw attention to the problem of disconnectedness, spark conversation, and inspire confidence in its participants to try and reconnect.

## Local Up

Local Up is an initiative created to encourage decentralization of culture and activities and celebrate existing social activities outside of the big cities. The first project they will realize is the Local Up Prize, which will be given to local activists from small cities and villages. Communication of the project is based on collaboration with the network organisations that are already working with local communities. The creation of a web platform to share the submitted stories is also an important part of project. The Local Up Prize is an opportunity for social activists to be rewarded and seen and gives them platform to tell their stories.

# Home

Home wants to help people feel home. Grounded in their background as movers and through artistic research, they are exploring the concept of home and the creation of feeling home when moving. Over the last half-year they have been collecting, interpreting and sharing stories that they are eager to share with you.

## New Baltics

New Baltics is a public relations project, which aims to highlight the unique character of the countries in the Baltic Sea region by using state of the art technology. Our mission is to improve the image of the region and to make it an attractive destination to visit.

## Project-370

Project-370 is an initiative by a group of forward thinking and nature-friendly people, who believe in healthier communities and a greener environment. From independent research to consulting scientists, Project-370 is collecting all available data on how to set up urban gardens, how to adapt permaculture in cities and how to encourage people in cities to grow their own food. By developing an attractive brand they will be offering seed-kits that include different products - seeds, seed-bombs and instructions and consultancy on how to grow gardens on bigger scale.

## LIT

LIT is an interactive light installation project. With a fusion of online and offline interactions LIT provides a medium to brake social barriers and spark proactive conversations.