

## English summary on Kunstgreb

### What is Kunstgreb?

KUNSTGREB is a new training programme for professional artists. The aim of the programme is to train artists to implement their creative skills in the labour market outside the artists' traditional environment, and to collect knowledge and establish networks. The main idea is to build educational and innovative bridges between the artistic world and the business sector. Apart from educating artist into innovators the project aims to make an explicit research and documentation of the relationship between companies and artist and record the impact of and results of this collaboration.

### We see Kunstgreb as three legged project.

1st leg being; the **education** that we offer professional artist thereby giving them a chance to expand their creativity spectrum and applying their innovative skills, which they can thereafter apply to the business market

2nd leg is a **unique opportunity** that we offer the Danish business sector who wishes to include some innovative thinking and invest in a developmental project of their own choice.

The 3rd leg is the **researching part** which is being undertaken by the Danish Artist Union (DAF) together with Copenhagen Business School, which is going to submit the final results and documentation of this project.

### The training programme & matchmaking

To optimize the partnership the training programme runs three parallel modules of training over a period of 32 weeks for both artists and the business sector. These modules include teaching, workshops, coaching, supervision from consultants and practical assignments.

It is of crucial importance, that the artistic supervisors and the companies involved should establish a common understanding of goals and working methods.

This training programme is open for all artists who have more than 4 years of experience in their field. The first 4 weeks of the programme is an introductory course. After the 4 weeks they are then asked to apply to go further if they feel that this is something they would be willing to continue with. After a further 4 weeks of training, they get a chance to influence a suitable match among to one the companies involved.

### **The importance of innovation and creativity for Denmark and Europe**

There are many good reasons to start this project right now. The employment situation in Denmark demands focus on development of skill, maintenance and recruitment of people. At the same time there is a great need for creativity and innovation in the business sector and also recognition of the fact that creativity and innovation are key words for growth.

The overall goal is, that the partnership will get focused on individual challenges and that the involved companies, organisations or institutions will achieve inspiration and guidance to develop new relevant solutions to challenges at different organizational levels.

### **How the project was initiated?**

The project KUNSTGREB was started as a collaboration between, The Danish Artist Union (DAF) and the consultant company Wischmann Innovation. DAF is a trade union with around 1300 of the best professional artists from music and entertainment sector. The goal for DAF with this project is to increase the employment possibilities for their members through additional training programmes like Kunstgreb.

Wischmann Innovation is a private company which over the last 6 years has arranged and developed new job areas for artists in the business sector via the sister company *Winwinners*. This partnership therefore offers a good network with the business sector, trade unions and the entertainment world as well as many years of practical experience of training and coaching artistic consultants.

Their aim is to expand and collaborate further with more companies from both the private sector and the public business sectors that are willing to work on maintaining and developing

creativity and innovation. Furthermore they are interested in keeping up building bridges between the arts and crafts world and other areas of business.