



## DISONANCIAS (Spain)

### Summary

DISONANCIAS is a unique practice which aims to create new and innovative solutions in the development of products, services, methods and working processes by creating a working cooperation between private companies, research centres and international artists. This practice brings together the experience and knowledge of business managers and employees together with the creativity of artists. It creates a platform where artists and businesses can work together in the development of projects.

### The project

DISONANCIAS is a project, created in 2005 in the Basque Country by Grupo Xabide, a business group supporting the development of organisations and territories through culture, arts and communication. DISONANCIAS is a platform which liaises

and promotes relationships between international artists and businesses, research centres and public organisations, in order to foster innovation and to transmit the importance of developing creative environments to society. This practice tries to bring practical solutions to people and businesses wishing to use an alternative and innovative way of thinking when dealing with their working life. Artists are, by definition, 'researchers' and they have the skills to contribute to the development of innovation. DISONANCIAS creates working relationships between businesses and artists, where artists are the catalyst for innovation within the organisations.

DISONANCIAS organises nine-month projects in the form of research which take place through workshops with artists, researchers, and managers of private businesses. The themes of the projects are pre-conceived by the organisation. The result of the project will be a prototype or formalisation of a concept, method, process or product. In addition, DISONANCIAS organises internal meetings and public presentations of the projects mixing participants from different working groups. Each year public events are organised in order to present the results of the collaborations.

### Sector(s) covered

#### Main Sector

Arts and Creativity Industry

#### Other sectors

Business and Entrepreneurship

Science and Research

### Approach

Innovation and creativity facilitates seeing problems or projects from a different perspective. DISONANCIAS aims to balance the internal and external source of ideas, as opposed to the traditional innovation model based on internal knowledge. This practice provides a practical solution for the teams that want to try alternative approaches in their working experiences. For this purpose, DISONANCIAS builds multidisciplinary teams, takes workers out of their usual contexts and leads them to be innovative. The DISONANCIAS methodology allows for:

- The commitment of all participants in the programme and proposes a general work plan;
- Providing specific space and channels for promoting changes;
- Establishing creative dynamics and environments; and,
- Providing participants with management, communication and evaluation tools.



In addition, it gives a specific methodology for the development of each project and regularly evaluates and improves its approaches.

## Element of innovation – the process

DISONANCIAS introduces innovation and creativity by creating a new working environment for the cooperation and involvement of artists with businesses.

## Key successes

(outcomes, results, impacts)

DISONANCIAS projects go beyond success in the marketplace and public acceptance and contribute to the construction of a society that is orientated towards the values of diversity, sustainability, flexibility and risk-taking.

To date, 39 private companies and research centres have participated in DISSONANCIAS in cooperation with 51 artists. Overall, 400 workers had the opportunity to learn to be creative. More than 10,000 people have participated in DISONANCIAS events/presentations since 2005.

## Challenges

The main challenge was to explain to private companies the value of artists, their skills and the contributions they can make to a business environment. Once the participants have seen the benefits more and more businesses wanted to engage with the project.

DISONANCIAS is currently coordinating Artsactive.net, a network with different projects since 2006, these programmes involve mainly Europe, but also the USA and Australia.

## Transferability and sustainability

This practice is perfectly transferable to other regions or countries. DISONANCIAS, which started off in the Basque Country, is already being developed in Catalonia. The purpose is to develop the project also in other Spanish regions, and even abroad. The ultimate aim is to create a European platform connecting businesses and research centres with artists.

## Special Highlights

DISONANCIAS is a project that innovates the way of innovating. According to the manager of a company participating in the project: "Artists are really creative, they are not afraid of mistakes and they like experimenting. This creativity is generally untapped in companies, due to lack of time, rigid working procedures and lack of staff involvement. We should encourage the use of creativity within companies, allowing 'free thinking' and letting mistakes happen when original contributions are made."



## Key characteristics

<b>General purpose of the practice</b>	Stimulating creative/innovative behaviour and thinking
<b>Target group</b>	Business and employees, Research Centres and Artists
<b>Type of learning</b>	Non-formal
<b>Level of implementation</b>	Regional
<b>Funding</b>	Main sponsor: Regional and Local governments from Basque Country and Catalonia, Spanish Ministry of Culture.
<b>Time frame</b>	January 2005- ongoing
<b>Leading organisations</b>	Grupo Xabide

## Further information

### Website of the project

<http://www.disonancias.com>

### Contact details

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### Additional Information

Artsactive.net: [www.artsactive.net](http://www.artsactive.net)

Videos:

<http://docudisonancias.blogspot.com/>

<http://video.google.es/videoplay?docid=-6248137743769204260&q=disonancias>

[http://video.google.es/videoplay?docid=-](http://video.google.es/videoplay?docid=-7310517558805661584&q=disonancias&total=8&start=0&num=10&so=0&type=search&plindex=5)

[7310517558805661584&q=disonancias&total=8&start=0&num=10&so=0&type=search&plindex=5](http://video.google.es/videoplay?docid=-7310517558805661584&q=disonancias&total=8&start=0&num=10&so=0&type=search&plindex=5)