

CREATIVE ENTREPRENEURSHIP

A project of bringing technology and humanities together

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- Innovation and creativity is the same

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Picasso: Bull's Head, 1947 (bicycle saddle and handle bar)

EXAMPLE

- **Problem:** two mega trends
 - miniaturisation
 - convergence



EXAMPLE

- **Solution:** touch screen with software keyboard

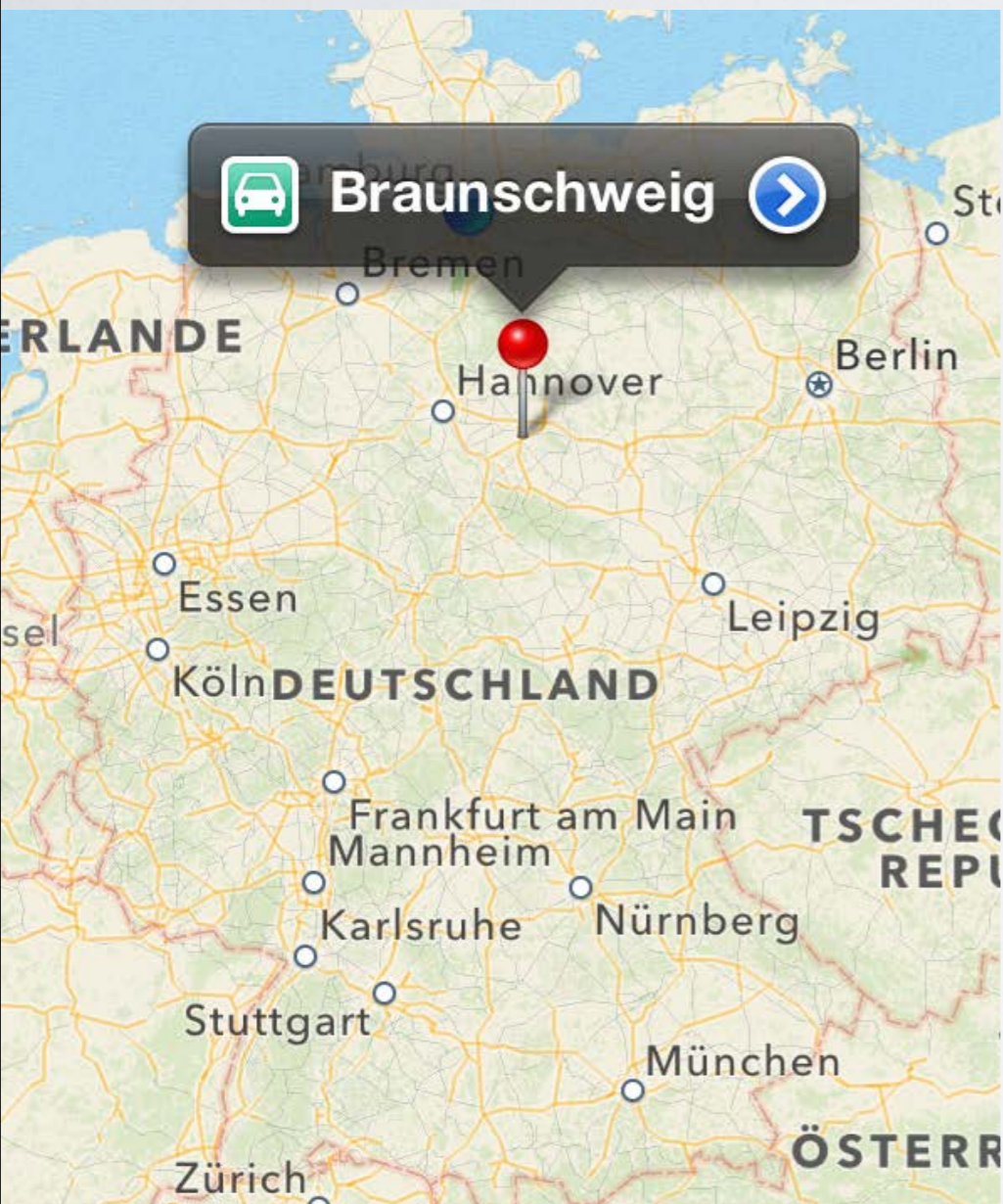


"Part of what made the Macintosh great was that the people working on it were musicians and poets and artists and zoologists and historians who also happened to be the best computer scientists in the world."

Steve Jobs 1996



BRAUNSCHWEIG



Braunschweig University of Art
Hochschule für Bildende Künste Braunschweig



JOINT EFFORTS

- Lightning talks
- Networking events
- Joint projects
- Co-working space
- Advice and funding for entrepreneurs



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