



GAIA

Smart-Spaces for reduced stress and Well-Being



Domain:
Health



Place:
San-Sebastian,
Spain



Duration:
Day workshop



Target audience:
CCI and researchers

Mission

In its strategic vision, the Basque Country's positions itself as a leader in the integration of art and technology, demonstrating the region's commitment to cultural innovation and its support for pioneering initiatives.

The workshop aimed at showcasing how this vision can be concreted in the Health sector, with the development of synergies between artists and technology developers, that can lead to innovative solutions. These solutions are not only functional but also creatively enriching, promoting a human-centered approach that reflects cultural values.

Engagement activities

The interaction took the form of a platform for knowledge exchange and networking, thus initiating new collaborative projects aiming at advancing the interplay of art and technology within the region and on an international scale.

Artistic activities

A series of cases combining technology, art, and community impact were demonstrated, including story-telling, dance and electronic music.

IMPACT

Showcase good practices

Encourage more human-centred innovations

Initiate collaboration between artists, researchers and technologists



WHAT HAPPENED?

The primary objective of the interaction was to explore the integration of artistic methodologies with technological advancements to enhance human experiences and tackle pressing societal challenges.

The workshop took place at Tabakalera, an International Centre of Contemporary Culture renowned for its dedication to artistic experimentation and interdisciplinary collaboration. As a venue, it fostered a creative ecosystem where art intersects with disciplines such as engineering, education, and science, providing fertile ground for dialogue and innovation that bridges cultural and technological domains.

By uniting experts from diverse fields, the co-creation workshop highlighted the transformative potential of collaborative efforts between artists, researchers, and technologists.

PARTICIPANTS ENGAGEMENT

The workshop aimed to foster interaction and dialogue among citizens, artists, technologists, and researchers by exploring the intersection of technology, art, and wellbeing. Designed as a collaborative and hands-on workshop, it demonstrated the potential of combining these disciplines to create practical applications that enhance both personal and societal wellbeing.

The program explored various key areas, including:

- **Human-interface interactions:** Examining how technology can seamlessly integrate into daily life while respecting human needs.
- **Virtual and augmented reality (VR/AR):** Transforming traditional art into interactive experiences.
- **Contemporary dance:** Leveraging movement to reduce stress and improve mental health.
- **The social impact of electronic music:** Highlighting its role in building community and enhancing emotional wellbeing.
- **Strategic design for user experiences:** Improving accessibility and engagement through thoughtful design.

The workshop started with a panel discussion. Insights were shared on integrating technology into human life through collaborations with artists, emphasizing a respectful and critical approach to new technologies. Participants then discussed their experiences with virtualisation in art, showcasing VR and AR applications that transform traditional art into interactive and immersive experiences.

Participants then personally engaged with cutting-edge technologies, experiencing the possibilities these tools offer to the arts. These sessions encouraged creative exploration and critical thinking about how these technologies could reshape artistic practices.

Finally, participants reflected on their experiences, sharing insights and exploring ways to apply the concepts discussed to their own contexts. This collaborative dialogue fostered a deeper understanding of the role of technology in art and wellbeing. Feedback collected during these sessions provided valuable insights for shaping future events and collaborations.



Artistic activities

The workshop featured presentations by companies integrating artistic methodologies into their work to explore innovative solutions for wellbeing and human-centric design. These cases demonstrated diverse approaches to combining technology, art, and community impact.

1st Case: Technologies for People - R&D Through Collaborations with Artists

This case focused on how technology can be seamlessly integrated into human life through collaborations between artists and researchers. Projects highlighted how artistic perspectives can enhance human-interface interactions, prioritising user experience and human factors in design.

- **Artistic Activities:** Visualising data creatively, developing novel interaction methods, and creating immersive installations that explore the boundaries between perception and digital interfaces.
- **Impact:** These initiatives aim to make technology not just functional but also emotionally engaging and meaningful, blending the aesthetics of art with scientific precision.

2nd Case: Virtualisation and Art - Exploring New Creative Processes

Presented by Trivima and Maximilian Pelzmann, this case demonstrated how virtualisation technologies, including Virtual Reality (VR) and Augmented Reality (AR), can transform traditional sculptural art into immersive and interactive experiences.

- **Artistic Applications in VR and AR:** Immersive environments for scenarios exploration, enabling storytelling and experiential art, Integration of 3D objects into real-world spaces, offering a new dimension to art appreciation through interactive engagement.
- **Impact:** These technologies redefine art's accessibility and interactivity, expanding how audiences experience and engage with creative works.

3rd Case: DAB Contemporary - Promoting Dance as a Medium for Wellbeing

DAB, a contemporary dance start-up, showcased its mission to make dance accessible to diverse demographics, including children and elderly individuals. Their activities focused on the therapeutic and community-building aspects of dance.

- **Artistic Activities:** Workshops, performances, and interactive sessions tailored to participants' physical and emotional needs.
- **Impact:** Dance is used as a tool to reduce stress, improve body awareness, and foster self-expression and inclusivity.

4th Case: The Taste for Electronic Music - Emotion, Identity, and Participation

This case, developed in collaboration with the University of the Basque Country and Dantz, explored the sociological and emotional impact of electronic music on identity and community.

- **Artistic Activities:** Live performances, interactive workshops, and community-based events, blending artistic creativity with academic research.
- **Impact:** The study examined how electronic music shapes emotional states, social belonging, and personal identity, bridging the gap between research and public engagement.

5th Case: The Impact of Design on Wellbeing

Presented by Diaradesign, this case emphasised the role of strategic design in enhancing human experiences and wellbeing.

- **Design-Thinking Activities:** Co-creation workshops with users, using design-thinking to develop solutions that are both aesthetically pleasing and functionally effective.
- **Impact:** Projects emphasised empathy and creativity in addressing social and cultural challenges, showcasing how thoughtful design can improve quality of life.





The fusion of art and technology allows us to design more human-centered solutions. By collaborating with artists, we can approach technological challenges from new perspectives, ensuring that the technology we create is not just efficient, but also meaningful and respectful of human values.

**Johan Kildal, Human Factors
in Technology Researcher, Tekniker**

Impact of the interaction

The workshop marked an initial step toward fostering deeper collaboration between artists, researchers, and technologists. By showcasing pioneering work already underway by innovative research and artistic teams, the event aimed to inspire technological companies to involve artists from the early stages of their projects, encouraging the development of more human-centered innovations.

For the Basque Country's cultural and creative ecosystem, which boasts leading companies and initiatives in the sector, the workshop served as a valuable platform to showcase best practices, enhance visibility, and forge connections among professionals. This, in turn, contributes to strengthening the Cultural and Creative Industries (CCI) sector, positioning it as a vital force for innovation and collaboration in the region.

The use cases presented during the workshop also challenged participants to rethink the role of art, introducing artistic expressions not traditionally associated with well-being and broadening perspectives on how creativity can contribute to societal and technological advancements.



This workshop opened my eyes to how art and technology can collaborate in ways I never imagined. It's inspiring to see how these fields can come together to create something that not only looks esthetically beautiful but also makes a real difference in people's lives.

A participant



Electronic music is more than just sound; it's a social experience. Our research shows that it has a profound impact on how people feel connected to each other and to themselves. It's about creating spaces where identity and emotion can be expressed freely.

Jokin Telleria, DANTZ



For successful replication, GAIA emphasises the importance of focusing on the following key aspects:

- Participate in international networks and initiatives at the cutting edge of art and technology.
- Know the results of European projects in art, technology and innovation to be disseminated among local companies.
- Select companies to show the potential that the local ecosystem has internationally.
- Promote the internationalisation and R&D of companies through a facilitator in art and technology.



Resources

1800€ for the speakers, 425€ for the catering, 1010€ for the photographer and 300€ for the videographer. The venue was provided by the Kutxa Foundation free of charge.



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