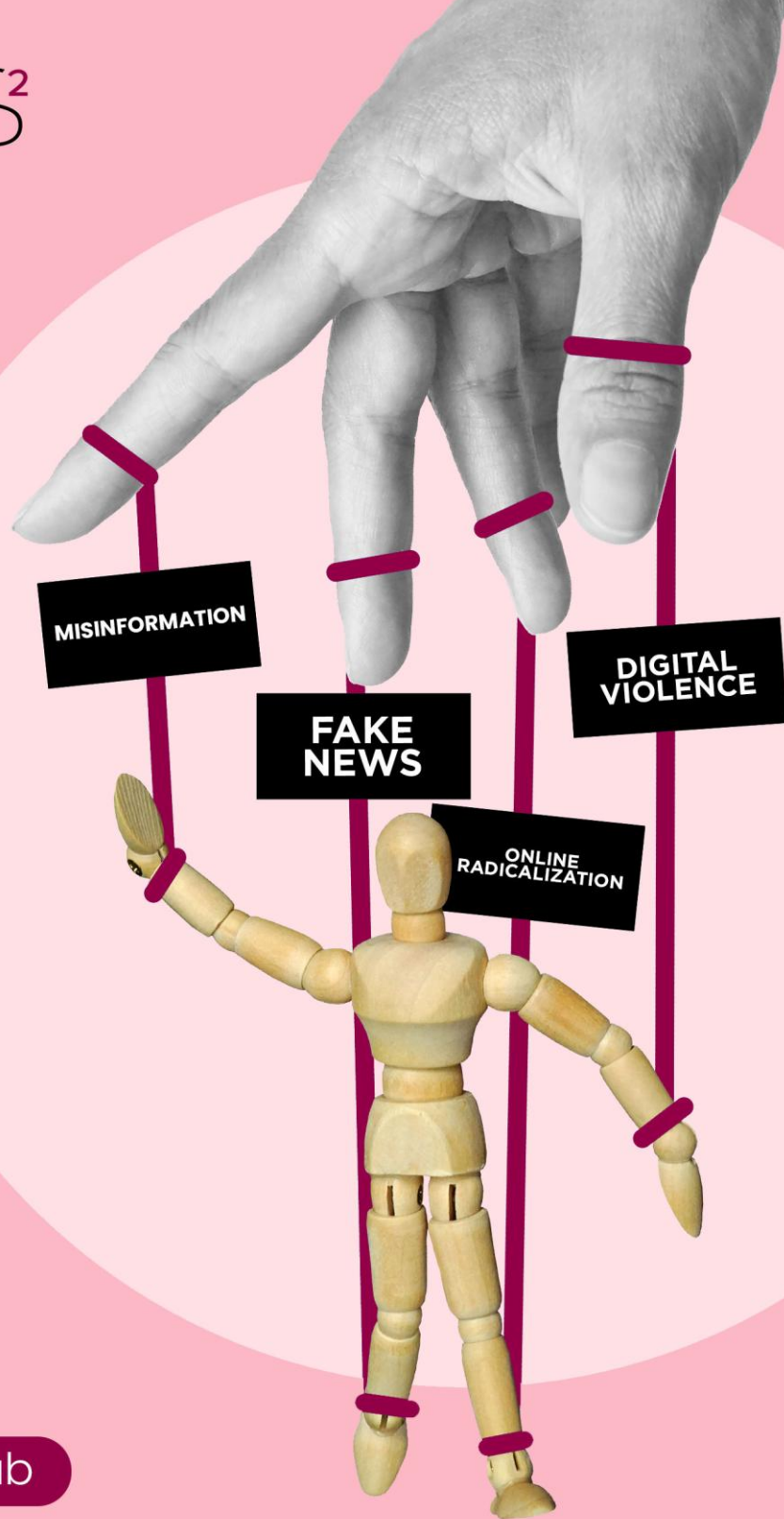


E<sup>3</sup>UDRES<sup>2</sup>



Intensive I Living Lab

# From Art to Extreme: Unmasking Harm in Creative Industries

15–19 September 2025 | St. Pölten UAS, Austria

# CREATIVE INDUSTRIES AS A POWERFUL FORCE FOR SHAPING SOCIETY

Creative industries play a key role in shaping society and the identity of regions. Through various channels, these industries influence public perceptions, cultural norms, and societal values. However, the effects are not always positive – media channels are often misused to spread harmful narratives, such as misinformation, fake news, violence, radicalization... It is crucial to find innovative solutions to counter and minimize such negative impacts.

During this Intensive I Living Lab, you will engage in hands-on tasks and projects that simulate real-world problems within the creative industries. Equip yourself with skills that are relevant today and empower you to create future-oriented jobs and innovations.

**Join us on this journey of discovery, learning, and innovation!**

## WHAT TO EXPECT FROM THE INTENSIVE

### I LIVING LAB

#### **Real-World Challenges**

Engage in hands-on tasks and projects that simulate real-world problems and opportunities within the creative industries.



#### **Expert Mentors**

Learn from professionals who have made contributions to Europe's creative landscape and expand your professional network.



#### **Future-Oriented Skills**

Equip yourself with skills that are not only relevant today but will also empower you for your future jobs and for creating innovations.



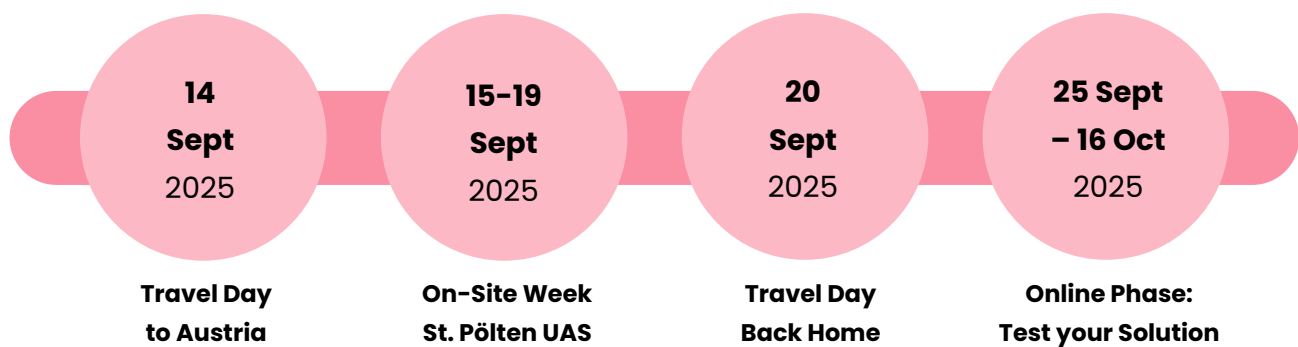
## CHARACTERISTICS OF THIS FORMAT

Meet your peers on site, match with your team, and take on a challenge together. Be prepared for time management, intensive discussions, quick decision-making, and creativity sprints. Collaborate with Educational Entrepreneurs and experts to generate ideas and prototypes in answer to the challenges.

## LOCATIONS & MOBILITY

The starting point of this Intensive I Living Lab takes place at the St. Pölten UAS from 15 to 19 September 2024. Here you will work on a specific challenge together with your teammates. After this week of working on-site, you will further develop and test your solution in an online collaboration for the following 3 weeks.

## TIMELINE



*Total time requirement: approx. 75 hours*

*Face-to-face teamwork takes place during the on-site week*

*Online team meetings: 25 September and 16 October at 17:00 (CEST)*

## TEAM COMPOSITION

The teams are assembled according to your disciplinary skills. The aim is to achieve the best possible match of students with their individual vocational skills and business talents.

### THE INTENSIVE I LIVING LAB AT A GLANCE

- On-site Phase: 15–19 September 2025, St. Pölten UAS, Austria
- Online Phase: 25 September – 16 October 2024
- Language: English
- ECTS: 3

### GRANT FOR THE INTENSIVE I LIVING LAB

When it comes to financing the Intensive I Living Lab's on-site phase, you are eligible for ERASMUS+ funding for Blended Intensive Programmes (BIPs). This grant provides support for accommodation, meals, transportation, and further expenses. It is calculated with a daily fixed amount depending on the duration of the on-site part of the programme. Additionally, there are top-ups for, e.g., "green travel" or support for students with fewer opportunities. For detailed information, please contact the International Office at your home university.

### CONDITIONS FOR COMPLETING THE INTENSIVE I LIVING LAB

In order to pass your I Living Lab, personal participation in the Intensive I Living Lab in Austria is mandatory. Following the on-site week in Austria, you must also take part in the online meetings and complete specific tasks.

## 3 Reasons to Join the Intensive I Living Lab

#### Explore Creative Industries

Dive into an area that's essential for understanding regional identity, culture, and innovation across different fields.

#### Digital Transformation

Become one of the pioneers who are blending creative industries with digital technologies. By doing so, you'll drive innovation.

#### Networking Opportunities

Connect with peers, industry leaders, and innovators. Expanding your professional network will open doors to exciting collaborations and possibilities.

**This format is where creativity meets technology, tradition meets innovation, and learning meets action!**

