

## Art+Science driven innovation



We encourage and foster collaborations with artists because we strongly believe that art and artists can benefit from and contribute to science and technology.

### **Summary**

We believe that art and science are similar yet complementary, and collaborations and interactions between these fields are always beneficial.

Coming from science and technology, we look at art as a source of inspiration, as a way to explore without boundaries and learn new things, and as a powerful medium to communicate.

From the other side, artists also find inspiration and knowledge in science, new tools to work with and new ideas to probe.

## Objectives

- Create novel and effective ways to disseminate science
- Inspire and complement scientific research from alternative points of view
- Collaborate with artists to transfer knowledge and technology
- Incorporate artistic and societal perspectives into the development of novel technologies.

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