

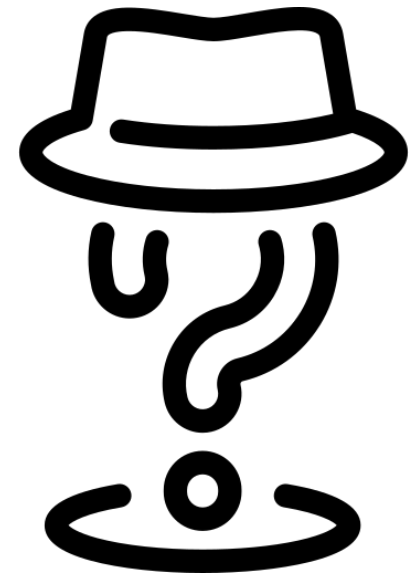
CREATIVE INDUSTRIES AND PRODUCT DEVELOPMENT

Tomas Chochole,

Head of Interdisciplinary Cooperation

Ladislav Sutnar Faculty of Design and Art, University of West Bohemia

**Why is the
workshop topic
important in
crafts?**



KEY LINKS TO CRAFTS



- **it directly impacts the learning process**
- **it is important for skill development**
- **it has an overall impact on individuals and communities**
- **it will help teach new skills**
- **it will develop and explore creative thinking**

WHAT WILL WE FOCUS ON?

- ✓ *trends*
- ✓ *demand and needs*
- ✓ *experiences*
- ✓ *barriers*
- ✓ *cooperation*



WHAT WILL OUR WORKSHOP BE ABOUT?

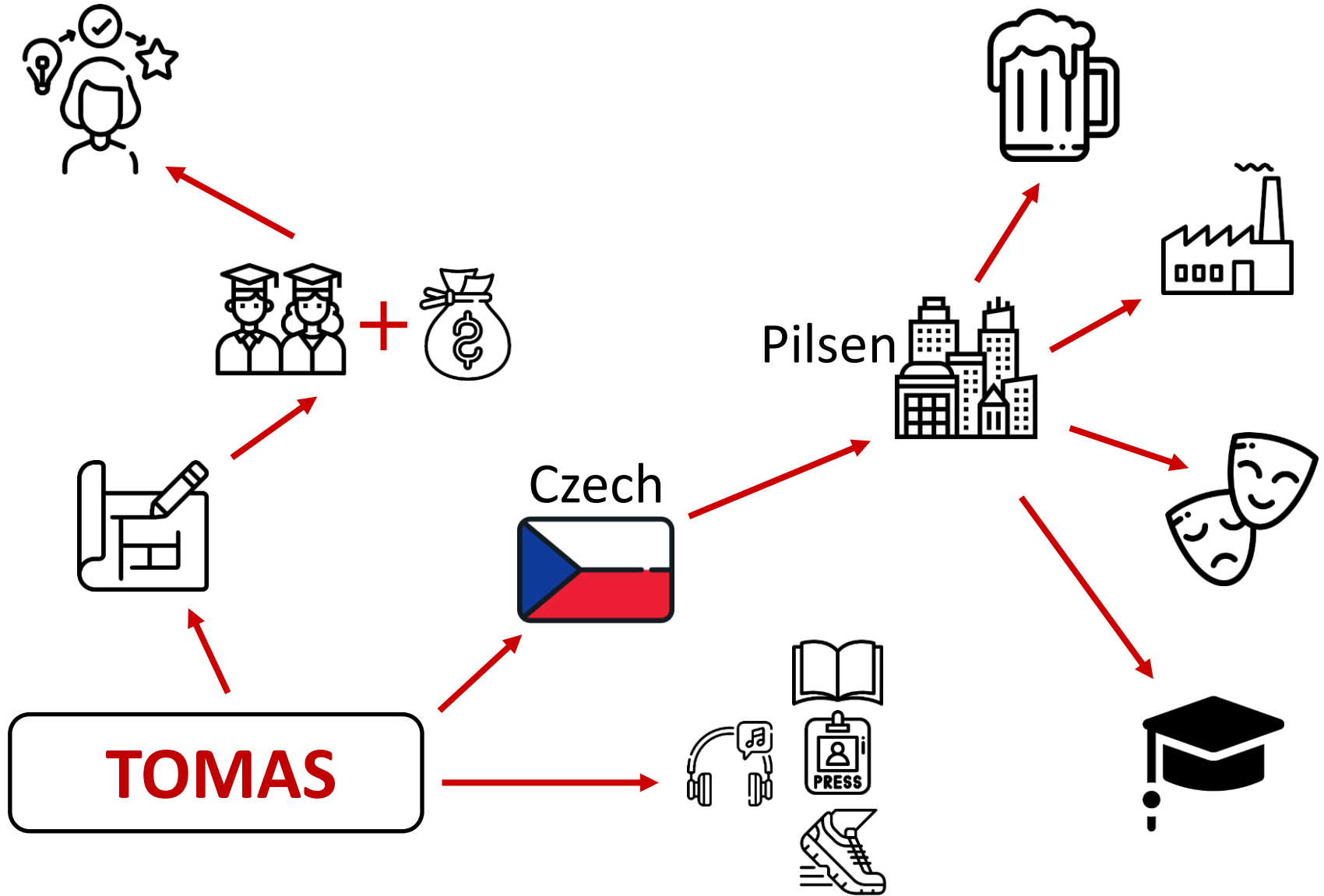
story
observation
way of thinking
ABOUT YOU
new ideas
crossing borders
personal zone
creativity
teamwork

INSPIRATION NETWORKS

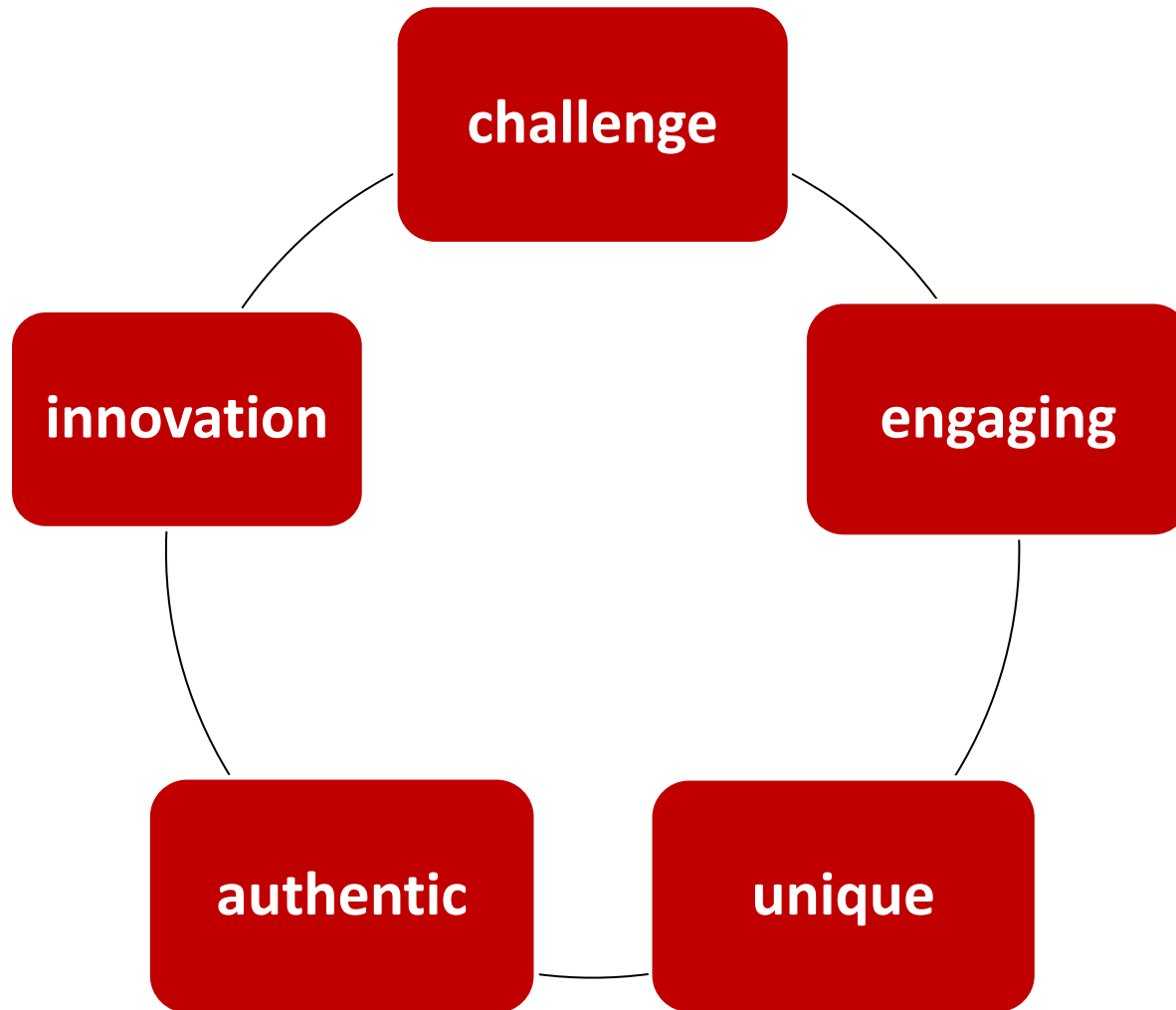


<https://www.posters.cz/creative-city-texture-with-polygonal-mesh-f284876445>

WHO I AM?



CCI AND HERITAGE TRENDS



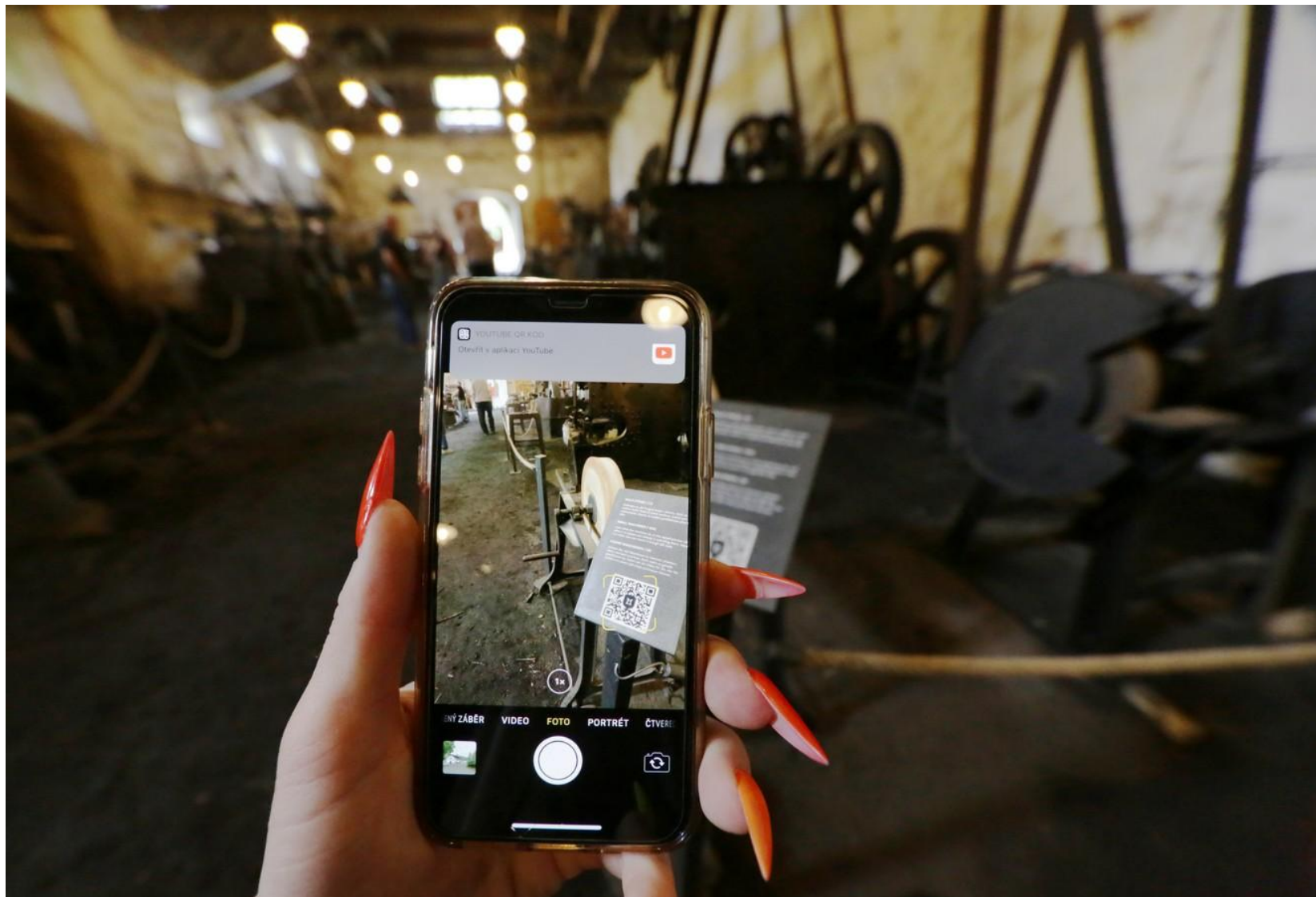
**Cultural heritage
and new trends**



CCI PRODUCTS AND INNOVATION



CCI PRODUCTS AND INNOVATION



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CCI PRODUCTS AND INNOVATION



**Let's be inspired
by experience**



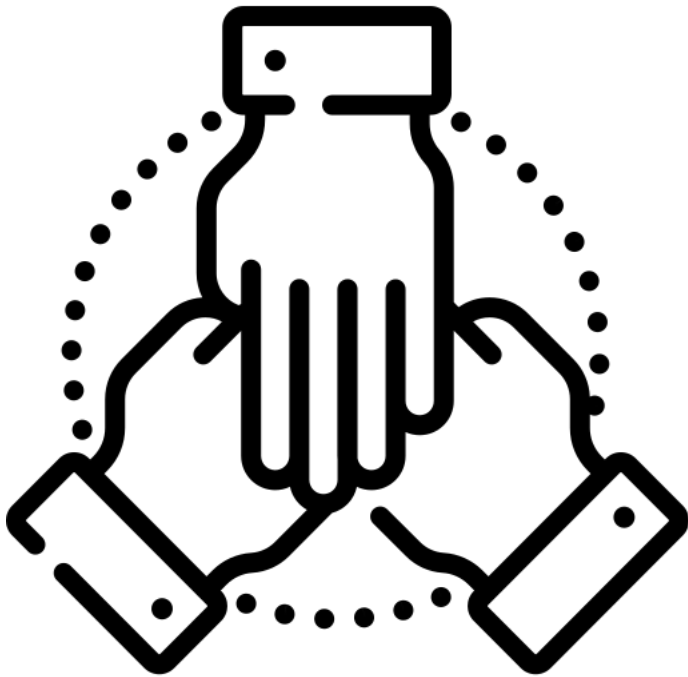
INSPIRING PROJECTS

- Introduce inspiring innovative projects (successful or unsuccessful) that you know from the field of CCI and the heritage.
- Indicate 3 - 5 key points that were probably important to the project and that influenced it in some way.
- Your partner will help you to find these key points using questions as:
 - ✓ *Why did this problem happen?*
 - ✓ *Why was the problem solved like that?*
 - ✓ *Were there any other solutions?*



10 min

COOPERATION IS OUR WAY



- **It brings new ideas.**
- Teamwork helps solve problems.
- **It's supportive.**
- Provides great learning opportunities.
- **Promotes strong working relationships.**

WORKING WITH VISIONS

We will work in small teams.

What about the vision for the next 10 years?

- ✓ *Try to present your ideal visions (personal/organizational visions) in the field of CCI innovation and cultural heritage and explain them.*
- ✓ *Write down and comment on the visions in the team.*



10 min

PROBLEMS AND BARRIERS?

Do we know the problems and barriers around us?

Do we know how they limit our visions, goals and plans?

- ✓ *Let's try to identify them through brainstorming.*



15 min

COOPERATION PLAN

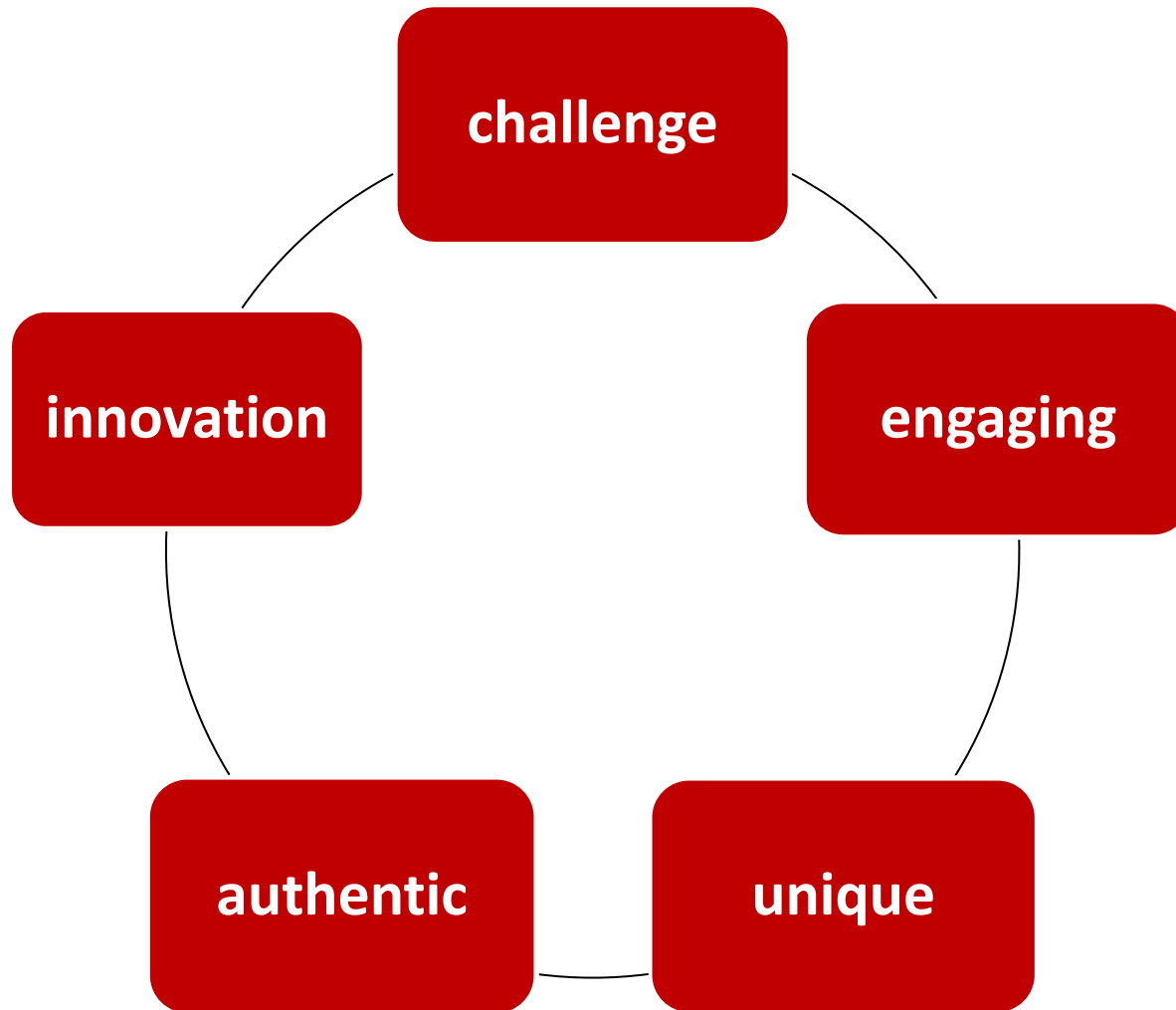
Collaboration is our way, because only then can we identify needs and solutions that can fulfill them.

- ✓ *Choose one of the visions + add barriers to it and propose the best possible solution.*
- ✓ *Don't limit yourself, think smartly and creatively.*
- ✓ *Process it with your theme in the form of a mind map.*



20 min

CCI AND HERITAGE TRENDS



SUM UP



**TRY TO SUMMARIZE
TODAY'S WORKSHOP
IN ONE WORD.**

**Openness to cooperation is
the key to future success**

Tomas Chochole
chochole@fdu.zcu.cz
+420 774 274 277



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