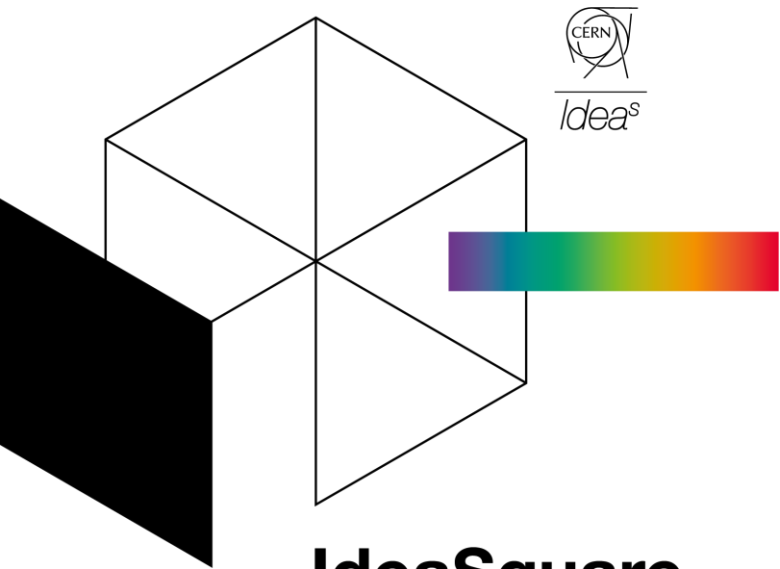




# IdeaSquare Open Doors

15 and 16 February





**IdeaSquare**

The innovation space at CERN

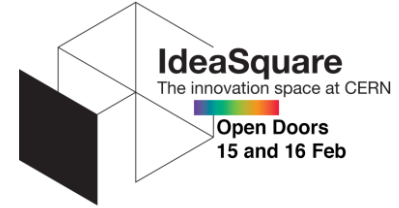
# CineGlobe Hackathons at IdeaSquare

The Power of a Deadline...

16 February 2023

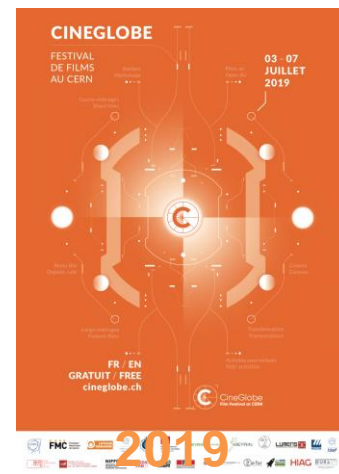
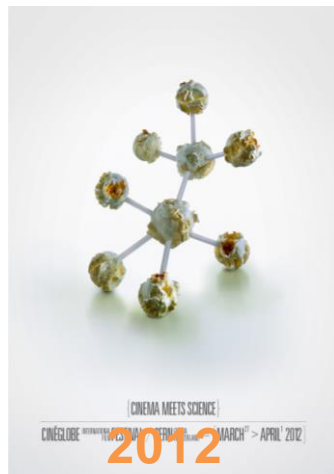
Neal Hartman

# The CineGlobe Festival

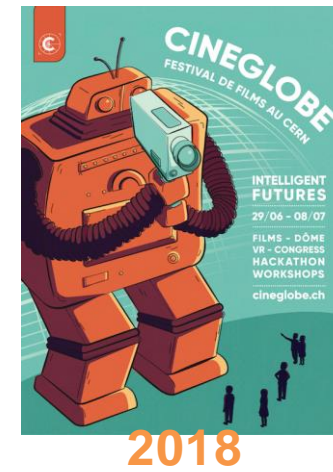


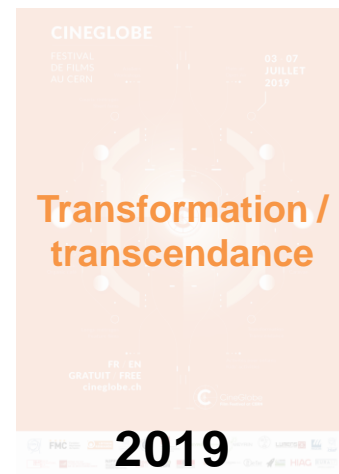
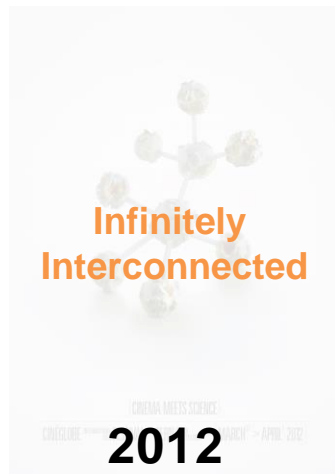
## INSPIRED BY SCIENCE

CineGlobe seeks to show that science and art are both essential to understanding our world.



## 11 EDITIONS in 15 YEARS





## THEMES SINCE 2012





FILMS / VR / WORKSHOPS ATELIERS / FOOD TRUCKS / EN-FR / FREE GRATUIT / ALL WELCOME OUVERT À TOUS

mondes  
parallèles  
parallèles  
worlds

11<sup>EDITION</sup>

**CineGlobe**

Film Festival at CERN

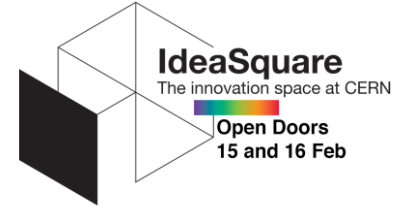
[www.cineglobe.ch](http://www.cineglobe.ch)

29 juin - 3 juillet  
June July



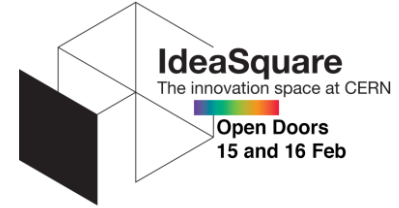
FILMS / VR / WORKSHOPS ATELIERS / FOOD TRUCKS / EN-FR / FREE GRATUIT / ALL WELCOME OUVERT À TOUS

# The CineGlobe Approach



- Open up people's minds to new practices
- Create opportunities for people to learn and try new things
- Invite people of different backgrounds to work together
- Foster cross pollination across the arts and sciences

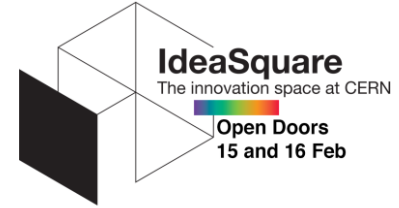
# CineGlobe Hackathons



- Five different hackathons organised over the past decade
- Each of them with different qualities
  - Subject
  - Format
  - Duration
  - Goal



# CineGlobe Hackathons

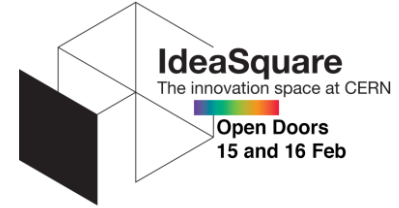


- 2014 - Story Matter (Tribeca Film Festival)
- 2015 - Virtual Reality for Storytelling Science (GIFF and Locarno)
- 2017 - 48 Hour Film Project Virtual Reality Edition (GoPro)
- 2017 - Post Fact Hack (Impact Hub and FIFDH)
- 2018 - AI for Culture Hackathon

# Story Matter



# Story Matter



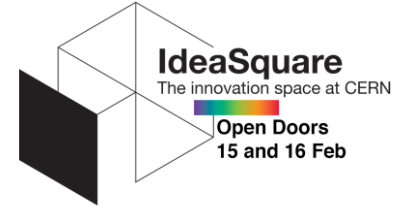
- HOW TO TELL STORIES ABOUT SCIENCE
- 35 Participants from around the world
- Pre-formed teams
- Several weeks of pre-meetings
- 3.5 days onsite
- Working demos presented to the public at end of event
- Projects ranged from interactive, to films, to installations



# Virtual Reality for Storytelling Science

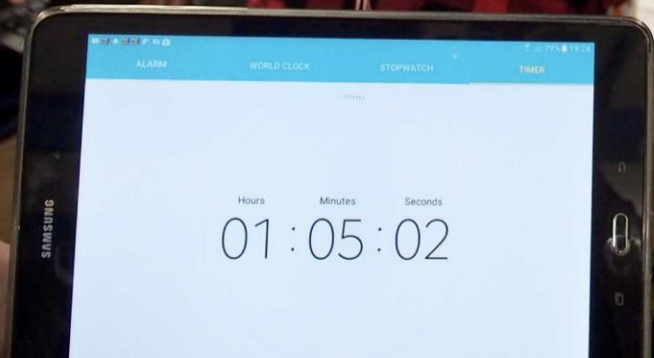


# Virtual Reality for Storytelling Science



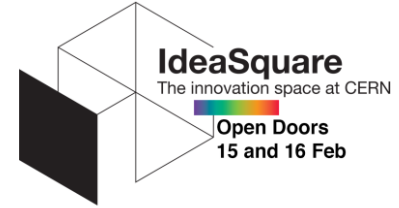
- USING VR FOR SCIENCE STORYTELLING
- 20 Participants from local area
- Teams formed onsite
- Six weekends over six months
- Interim follow-ups as needed
- Fully finished pieces presented at multiple venues after event
- Projects ranged from films to installations, all using VR

# 48 Hour Film Project VR Edition





# 48 Hour Film Project VR Edition



- INTRODUCING LINEAR FILMMAKERS TO 360 VIDEO
- 30 Participants from local area
- Teams signed up pre-formed
- One weekend of VR instruction provided
- 48 Hours from start to finish
- Films screened during festival
- Best films shown at international event in Paris
- Linear VR films

# Post Fact Hack

BRINGING FACT BACK TO DISCOURSE

The Post Fact Hack invites all those interested in evidence-based discourse to come together, the weekend of March 18/19, to brainstorm new ways to communicate in the post-truth world. The winning team will receive a grant of 2000 CHF to conduct a pilot of their communication project.

MARCH 18 / 19 IMPACT HUB GENEVA  
[www.postfacthack.org](http://www.postfacthack.org)



CineGlobe

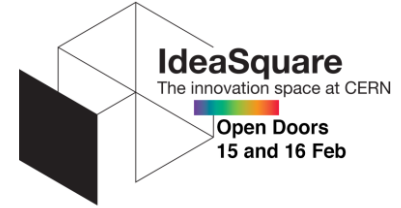


CineGlobe  
CERN

FMC

Port

# Post Fact Hack



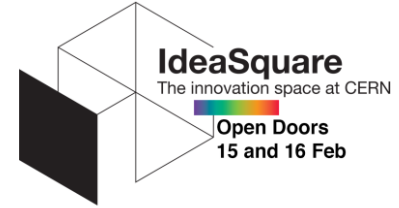
- IDEAS TO COMBAT THE POST-FACT WORLD
- 20 Participants from local area
- Teams formed onsite
- One weekend of work, some follow up afterwards
- End result was project proposals with mockups
- Some teams continued work afterwards

# AI for Culture Hackathon



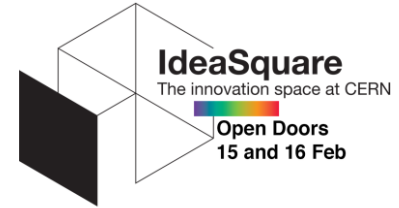


# AI for Culture Hackathon



- BRAINSTORMING WAYS TO USE AI FOR CULTURAL PURPOSES
- 25 Participants from local area
- Teams formed onsite
- One weekend of work
- End result was project proposals with mockups
- Some teams continued work afterwards

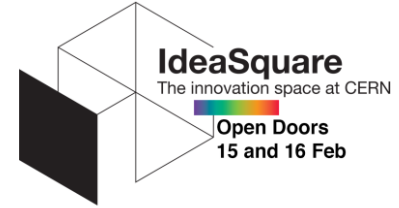
# Takeaways



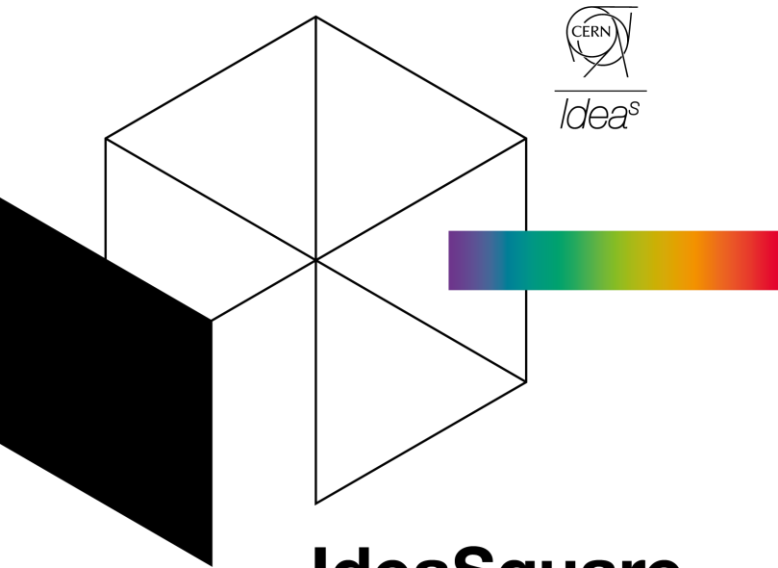
- Hackathons work in multiple formats, depending on the result you want
  - Longer hacks to actually produce content or projects
  - Shorter hacks to generate concepts that can be tested later
- Team formation works either before or during the event
  - Beforehand leads to more finished teams and concrete results
  - Onsite works better for serendipity, chemistry, and helping people try new things
- Deadlines work, but not for the reasons you think
  - These are voluntary events, so the "threat" of a deadline doesn't work
  - The short format allows people to concentrate, gives them the permission to tune out other distractions, and is accessible – anyone can spare a weekend at some point
  - What seemed daunting becomes achievable if it's only a weekend



# Most Important Thing to Remember



- Constraints breed creativity, and relieve the pressure to perform
- Most people think that they want all the time and all the freedom in the world, but in general this isn't true
- Life is too complicated, so when trying something new, if it can be boiled down to an understandable format, a short period of time, and a defined group of people, it all of a sudden becomes possible
- This format – the hack – is kind of a fad. Because it works!



**IdeaSquare**

The innovation space at CERN

# CineGlobe Hackathons at IdeaSquare

[Neal.Hartman@cern.ch](mailto:Neal.Hartman@cern.ch)  
[neal@cineglobe.ch](mailto:neal@cineglobe.ch)

[www.cineglobe.ch](http://www.cineglobe.ch)