

CERN IdeaSquare Journal of Experimental Innovation

IdeaSquare Open Doors
Catarina Batista & Tuuli Utriainen



The CREW at IdeaSquare



Alexia Yiannouli
Communications



Laura Wirtavuori
Edu programmes



Ole Werner
Edu Programmes



Dina Zimmermann
Prototyping



Markus Nordberg
Fixing things



Pablo Garcia Tello
EU projects



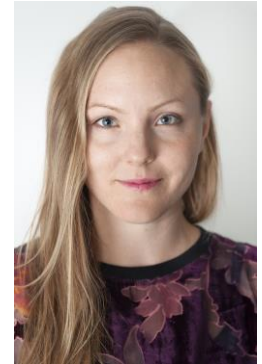
Laëtitia Pedroso
Events



Catarina Batista
Edu programmes



Jimmy Poulaillon
Communications



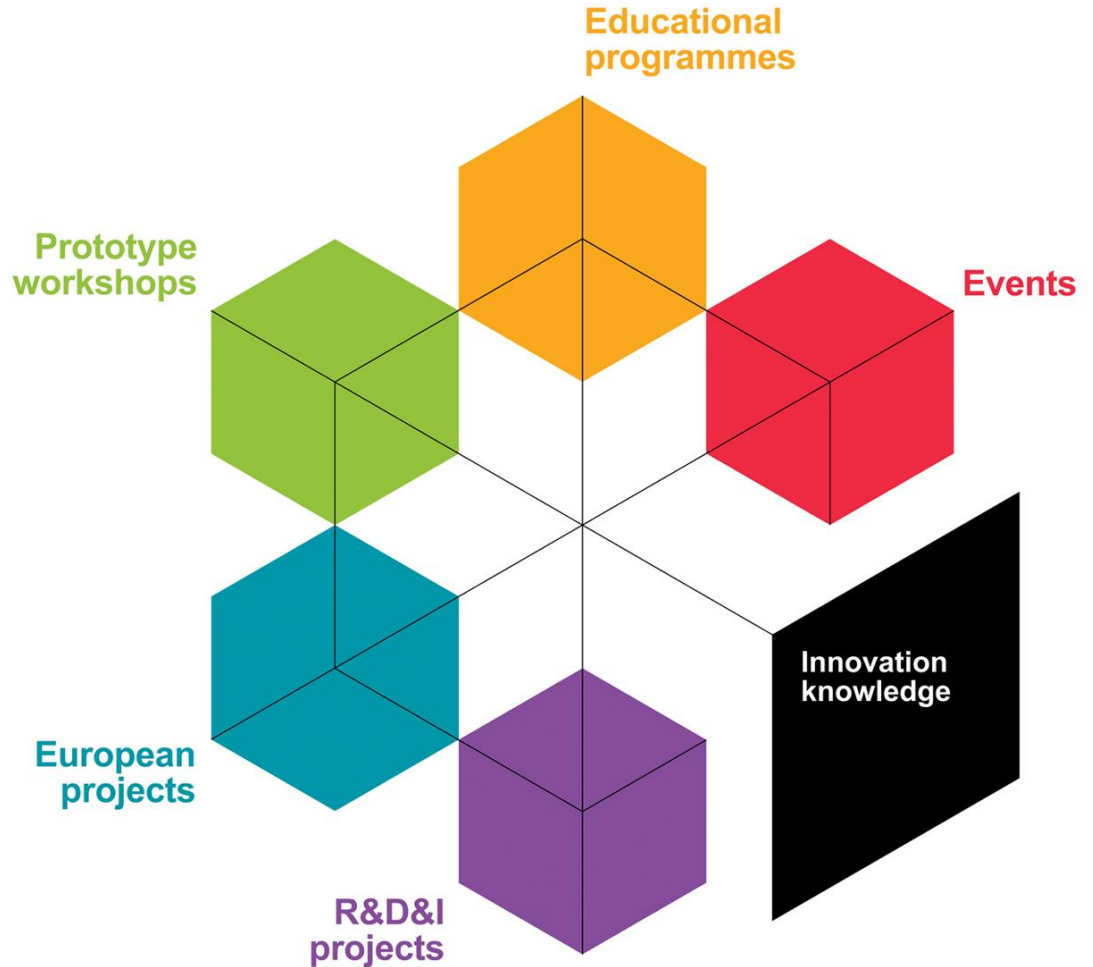
Tuuli Utriainen
Cosmic collaborator

IdeaSquare

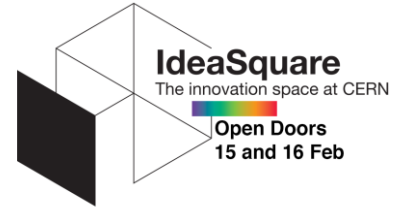
The Innovation Space at CERN

- Collaborative methodologies;
- Access to CERN expertise;
- Cross-connectivity to ideate solutions for the future of humankind.

A place where people have the licence to dream.



Why CIJ?



- CERN IdeaSquare Journal (CIJ) of **Experimental Innovation**
- Created to **support the work of our networks**;
- Open for **provocative and daring research**;
- Indexed in **SCOPUS**;
- Two issues a year (walking to three);
- Very **fast publication cycle** (less than 3 months);
- **Constructive** reviewers feedback;
- **Personal** relation with editors;
- Issues **publicised** through CERN IdeaSquare communication and social media;

Our Manifesto

[BOLD]

[INTEGRATIVE]

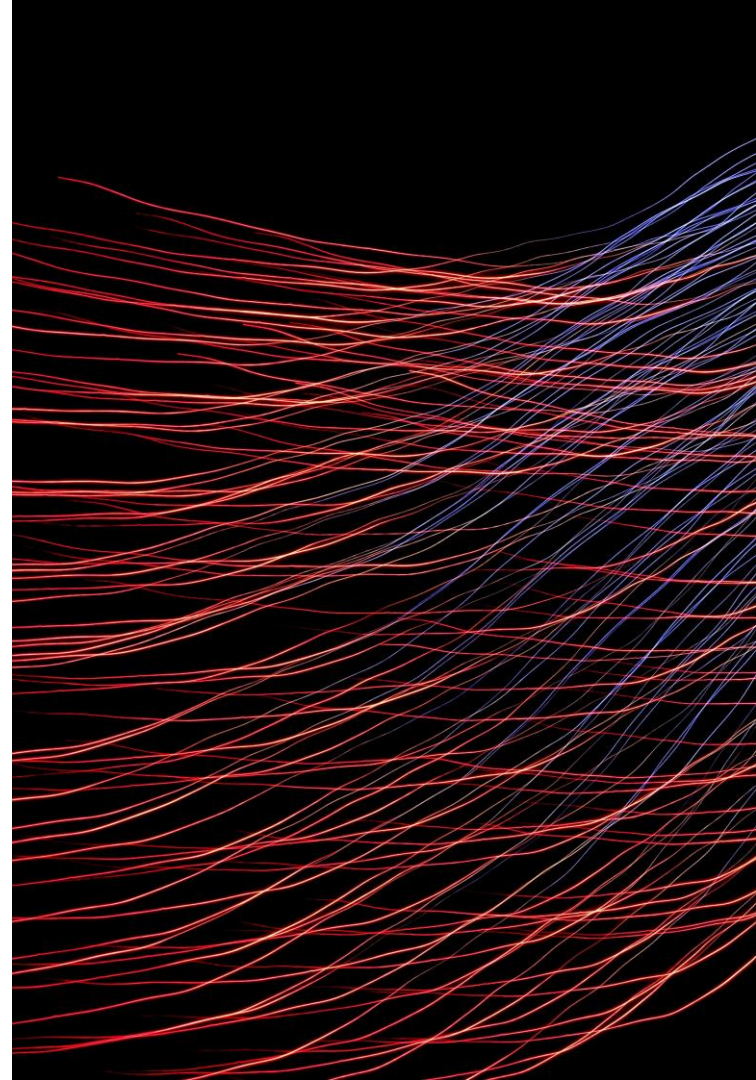
[OPEN]

[CONNECTING]

[EXPERIMENTAL]

[USEFUL]

Photo by [Hunter Harritt](#) on [Unsplash](#)

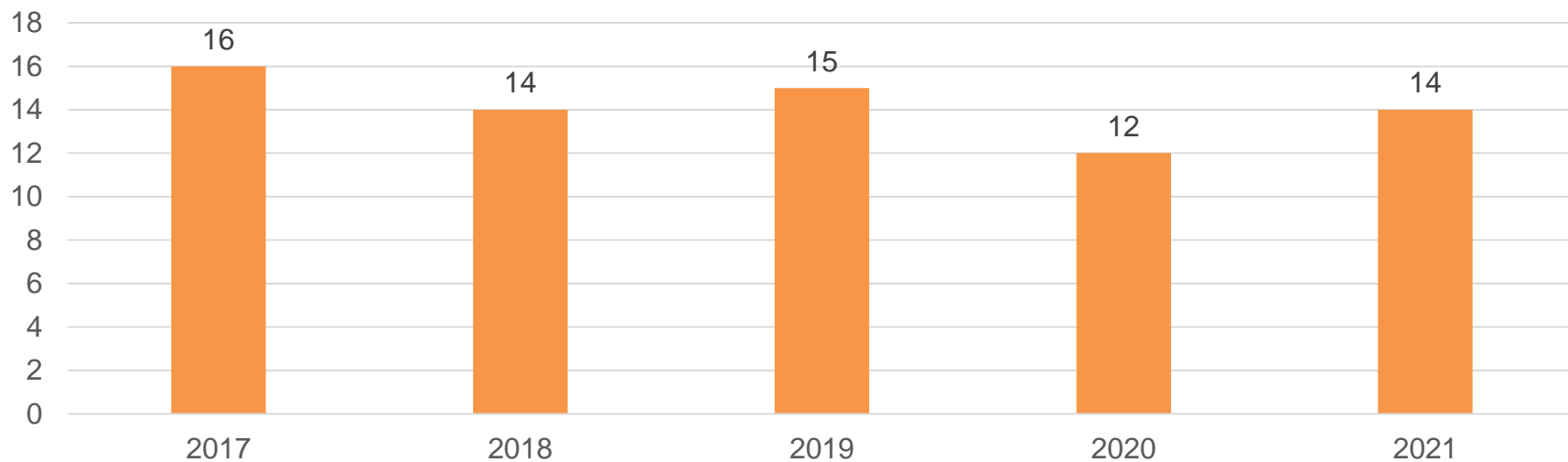


Our Manifesto

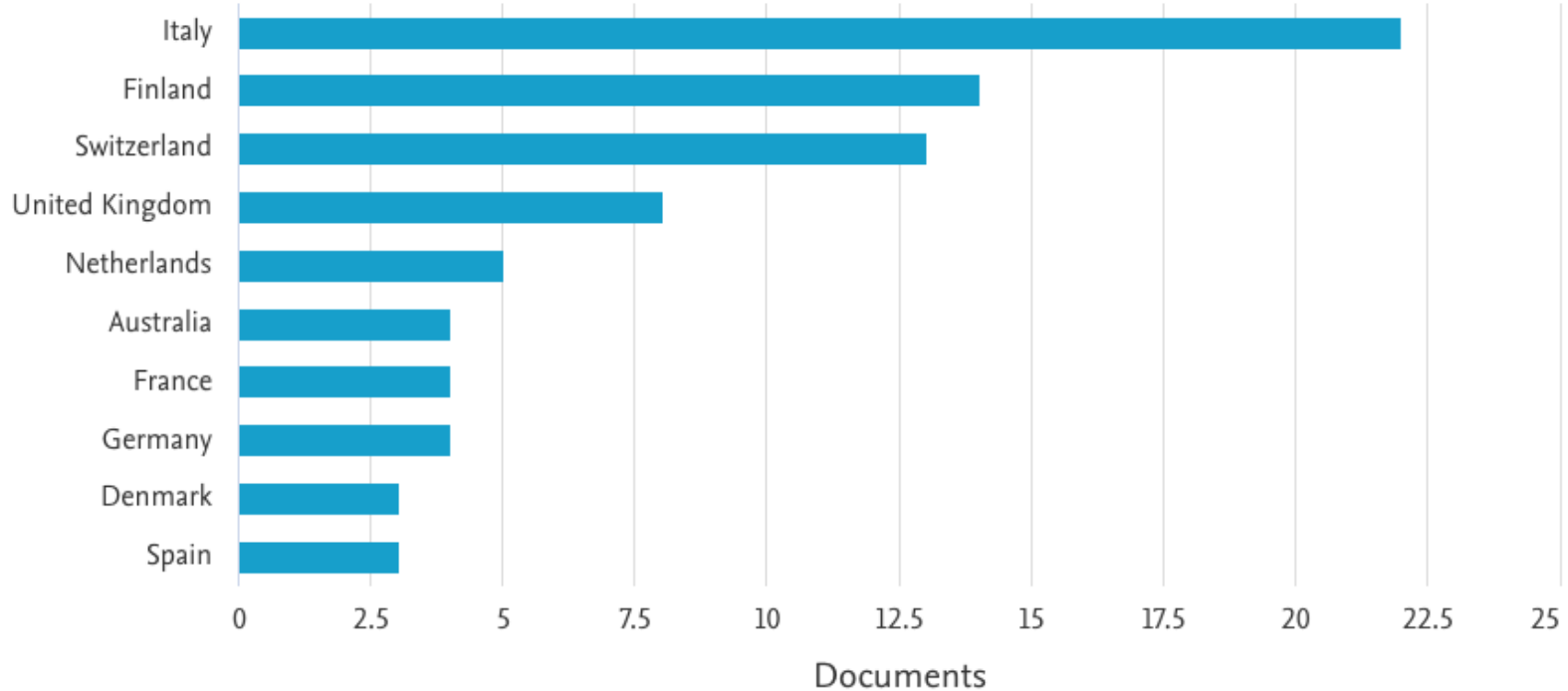
[MISFIT]

*CIJ is a place where **high-risk high-gain research is welcome and encouraged.** Research that doesn't fit in any existing discipline either because they are between—or simply beyond—disciplines. Everything that **challenges the status quo** and could inspire future generations in the **true spirit of scientific curiosity.***

Published articles

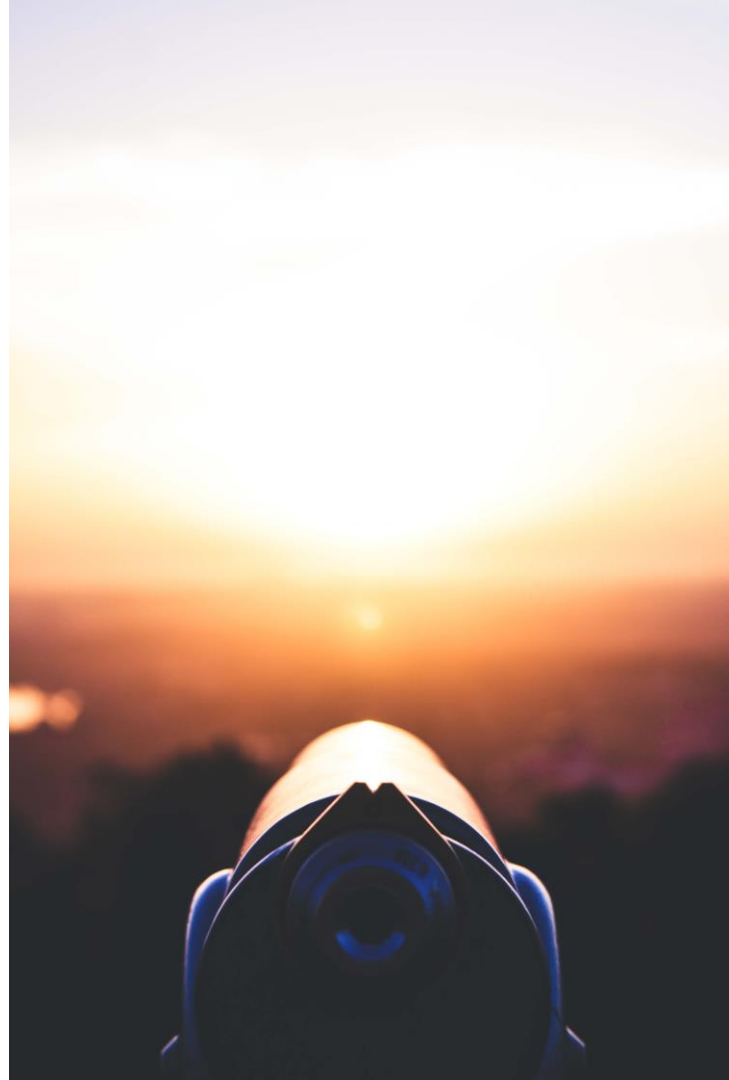


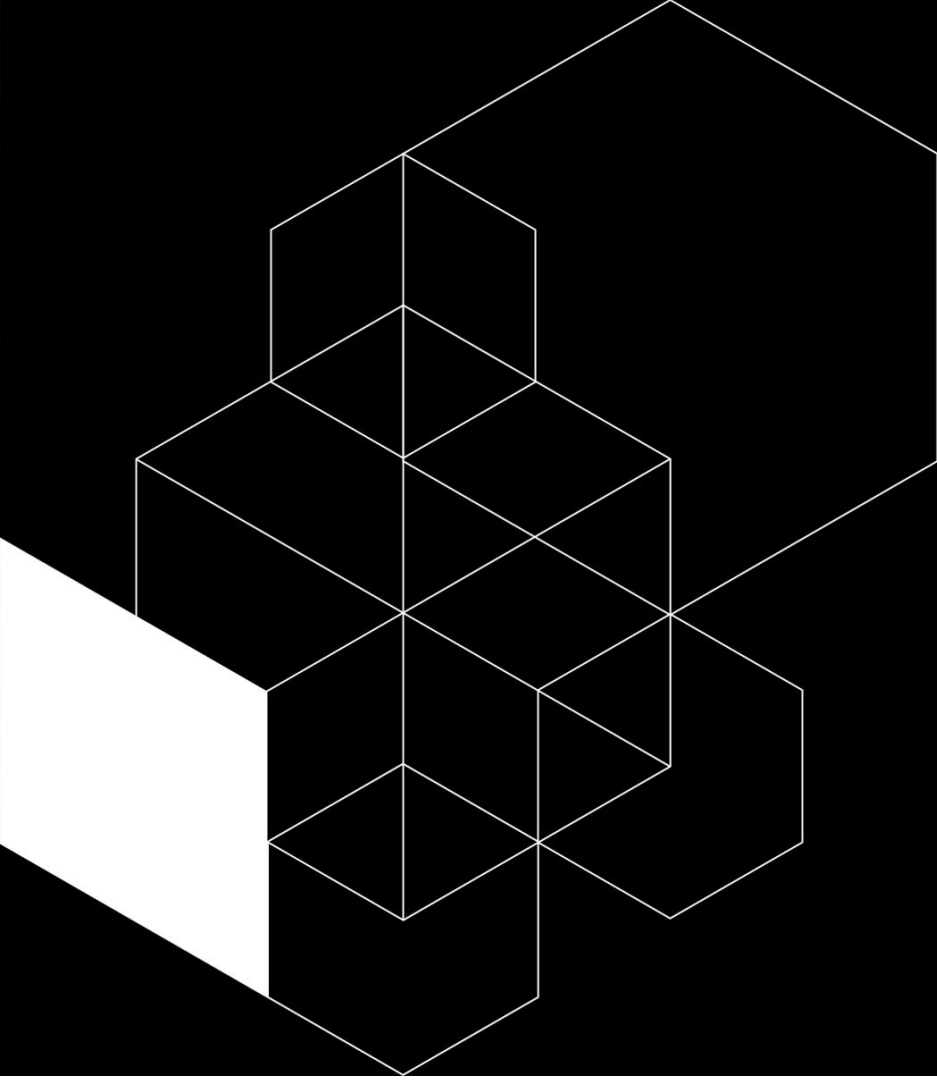
Manuscripts by country



Our scope

- original research articles including conceptual/theoretical, empirical and experimental articles;
- preliminary results of innovation experiments;
- case-study of innovation experiments;
- coffee papers;
- replication studies;
- data sources.





Design innovation integrating deep technology, societal needs, radical innovation, and future thinking

A case study of the CBI A3 program

Christine Thong, Andreea Cotoranu, Aaron Down, Kirstin Kohler, Catarina Batista.



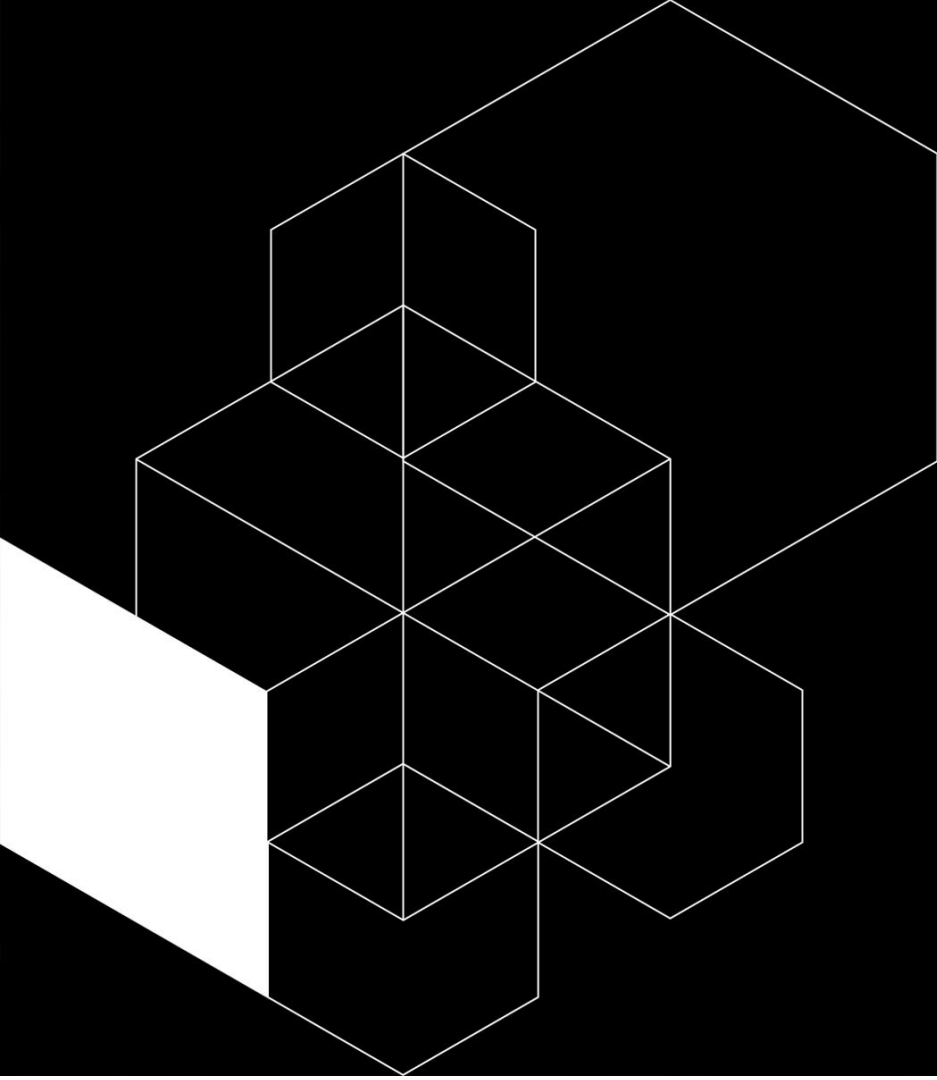
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How does the CBI A3 program foster different design skills?

Thong, C. et al. (2021)

- Need for innovators with design capability to **translate deep technology** into applications that consider **desirable futures and positive societal impact**.
- Measurement of skills related to **deep technology, societal needs, radical innovation, and futures thinking**.
- Initial findings indicate CBI A3 program achieves its learning objectives, although **learning is not equal in the different target areas, but that the topics are interrelated**.
- Further investigation on the influence of their **experience at IdeaSquare** is needed.



Design-driven entrepreneurship: a cooking exercise to integrate effectuation and design thinking

Luca landoli, Kevin James



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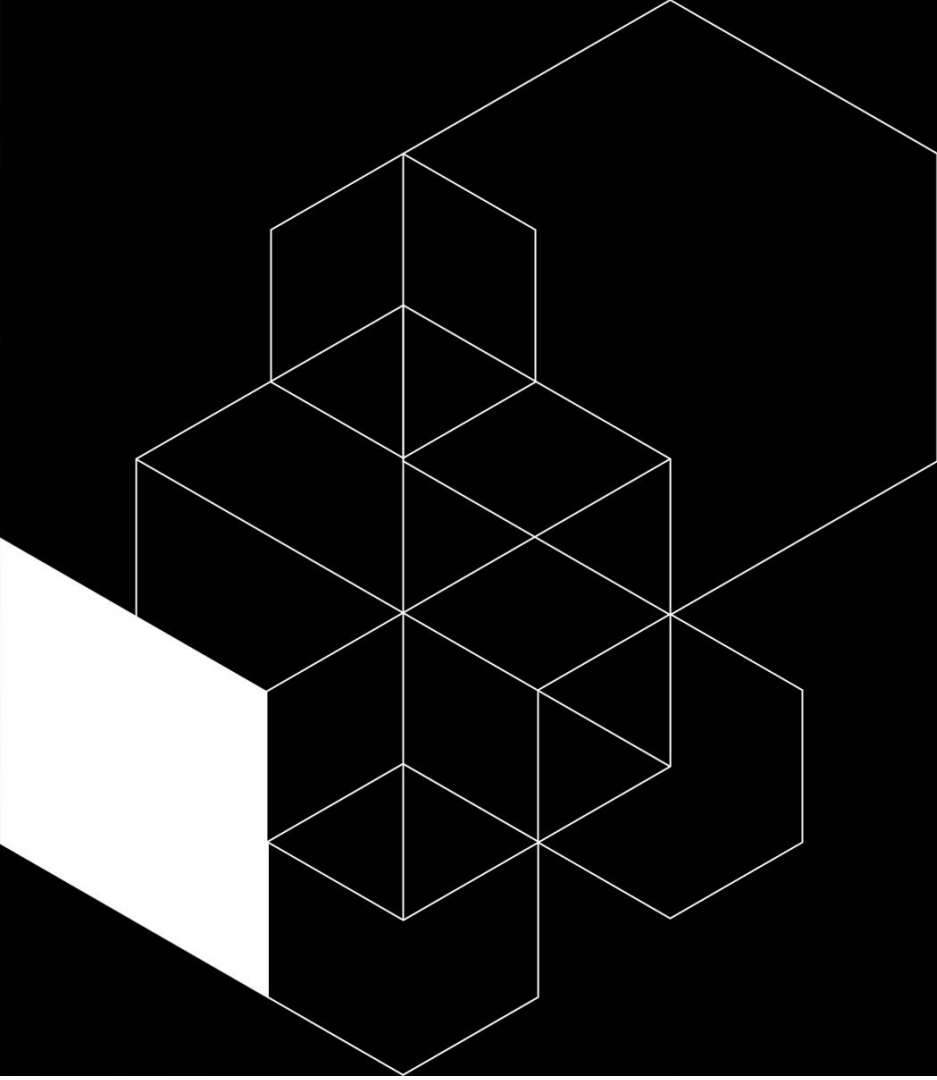


Using cooking as a metaphor for design-driven innovation.

landoli, L., James, K. (2022)

- Role of **making** in entrepreneurial **problem-solving**;
- **Effective analogy** between the design process and the cooking experience – having different ingredients and steps to achieve an end goal, while making decisions along the way.
- **Hands-on activity** to make the students to experience making at home, moving from ideation to making during COVID times.
- Importance of **aesthetic criteria, emotional validation, and empathy** in entrepreneurial endeavours.





CIJ Coffee Papers

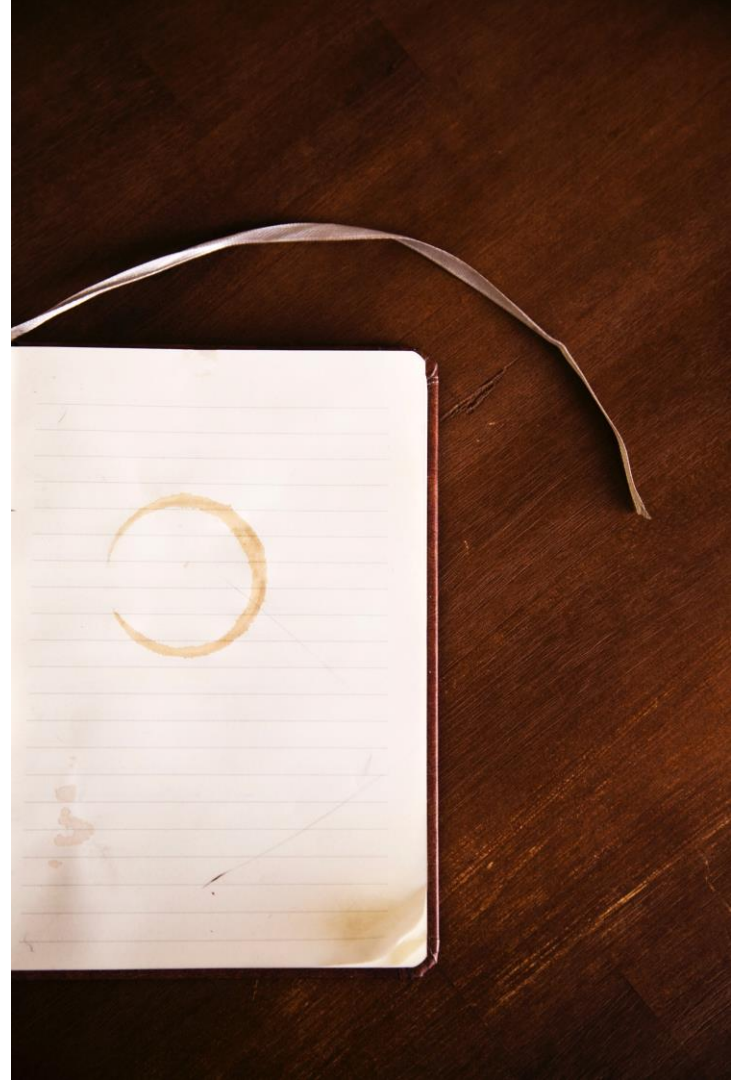


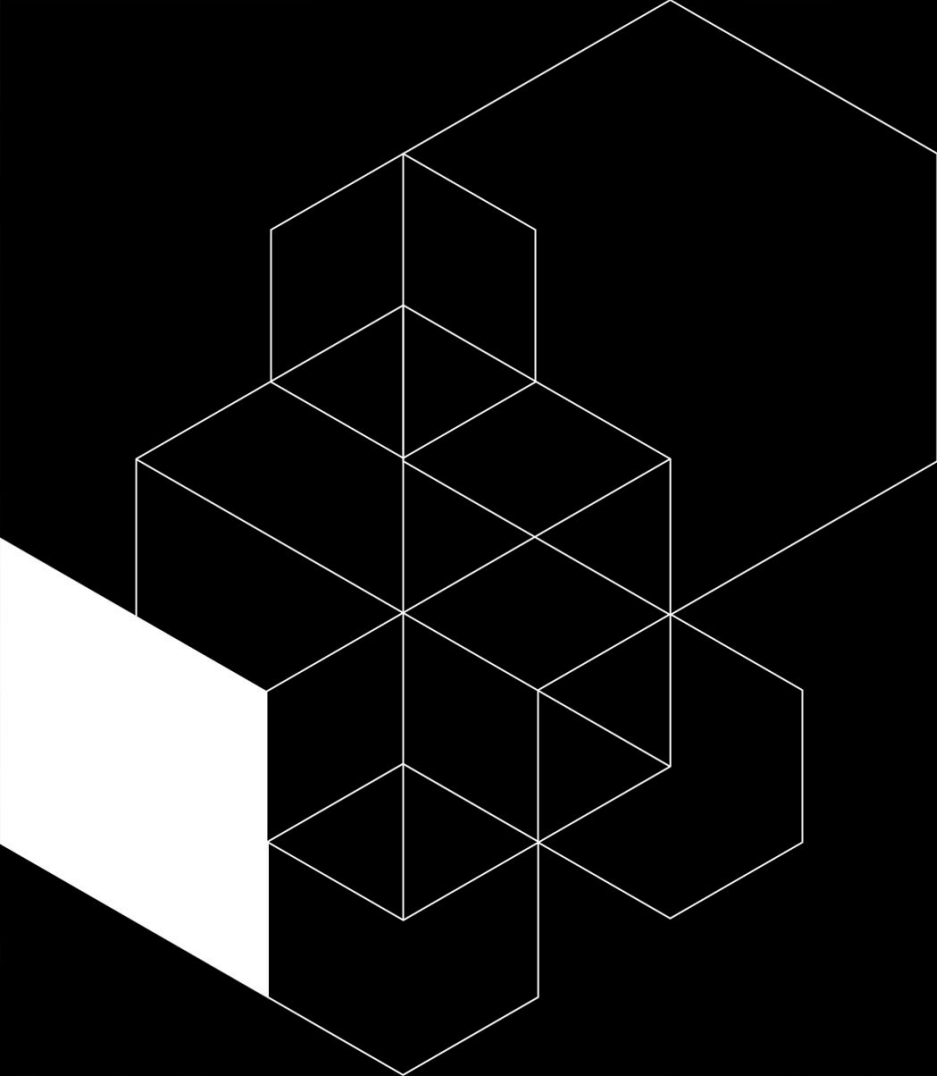
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Coffee Papers

- **Lighter, inspirational, food-for-thought** articles.
- **Collaborative efforts** prepared by researchers from **various walks of life** visiting or staying at CERN IdeaSquare.
- **Identity** of the authors is kept **anonymous** (although known), helpful hints can be found in the literature references.





Soap bubbles and flying to the moon

Exploration of the science (and excitement) behind soap bubbles seeking for keys to achieve “order of magnitude jumps” in projects.



Idea^s

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Moon-shot projects as soap bubbles in equilibrium

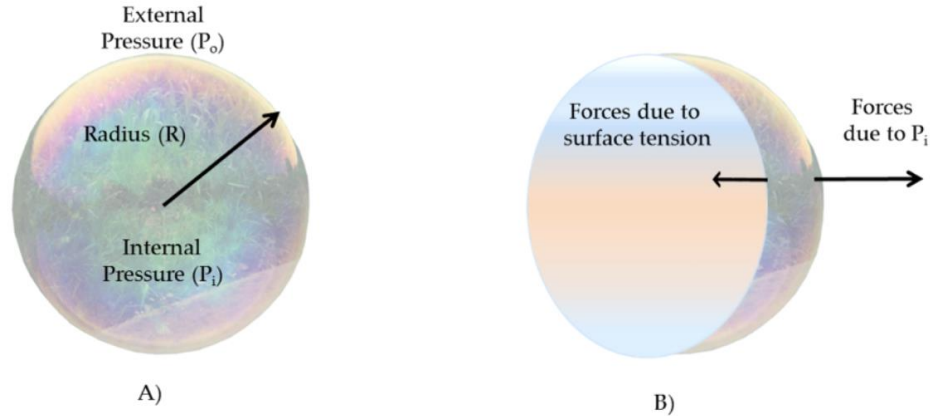
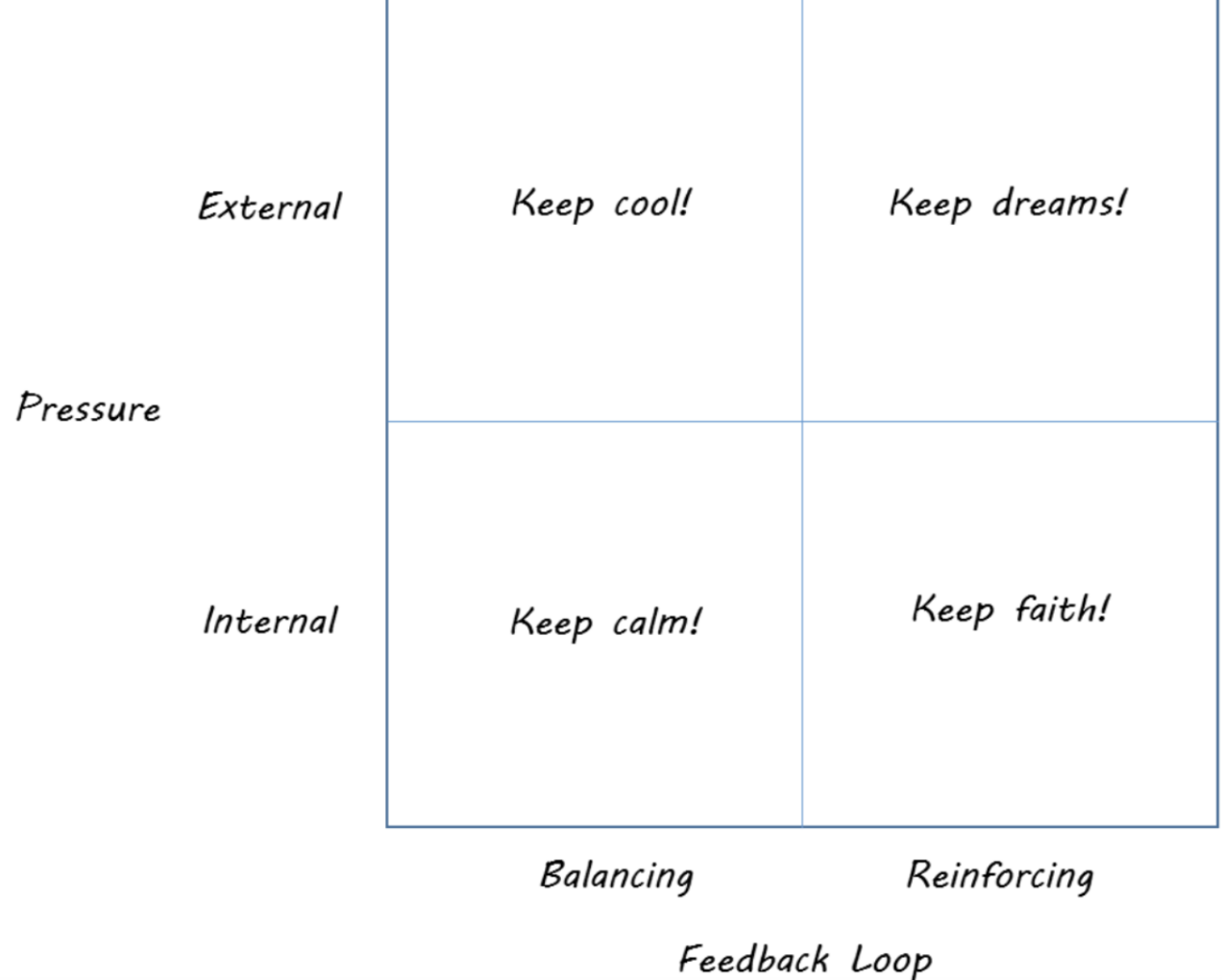


Fig. 2. Soap bubble in equilibrium.

**“Quick and dirty”
strategic
management matrix
for “order of
magnitude jumps”
projects.**






Reflection



- Passion is the “secret weapon” of the courageous who breathe at the intersection of a far-reaching goal and the requirement of radical solution to produce “order of magnitude jumps”.
- Universal recipe for “order of magnitude jumps”:
 1. Dough your “unreachable goal”.
 2. Spice it with the largest possible network of committed and passionate individuals.
 3. Bake it carefully allowing it to grow but not to pop by reinforcing feedback



Framing the future of physics collaborations together



Introduce yourself:

Name +

Role at CERN +

If you could have dinner with any person (living or dead) who would that be?



In your groups, explore the following question:

“What might disrupt physics collaborations and evolve them to the next level in the future (next 100 years)?”



In your groups, explore the following question:

“What might disrupt physics collaborations and evolve them to the next level in the future (next 100 years)?”

VR/AR technologies

Quantum computing

Selforganized teams

ChatGPT

Economic crisis



Coffee papers



Thought experiment to frame potential areas of interest and find surprising and delightful ideas.


What kind of inventions might disrupt physics collaborations and bring them to the next level?



TITLE OF PAPER:



ONE LINE PITCH





Coffee papers



Elevator pitches -Best pitch wins!

A collage of artistic sketches and a cup of coffee with latte art. The background is a textured, brownish surface. In the top left, there's a white rectangular shape. In the top right, there's a white triangular shape. The central part of the collage features several sketches: a simple line drawing of a plant with two leaves (one black and white, one brown) on a light yellow paper; a detailed pencil sketch of a face or mask on a brown paper; and a sketch of a figure in a dynamic pose on a brown paper. In the bottom right corner, there's a white cup of coffee with a latte art design that resembles a stylized flame or a bird. The word "Pitch!" is written in white, bold, sans-serif font on a black rectangular background, centered over the collage.

Pitch!



Contact us!
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ideasquare.cern