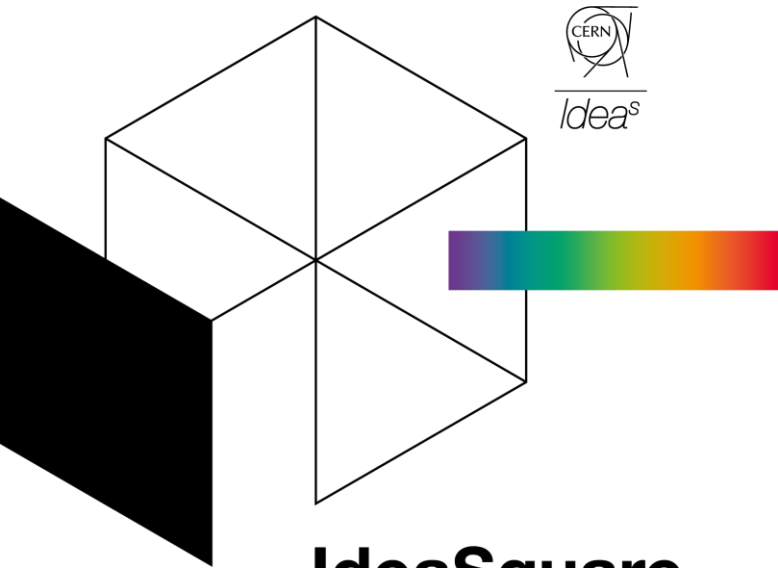


IdeaSquare Open Doors

15 and 16 February





IdeaSquare

The innovation space at CERN

Put your ideas into motion

THROUGH THE EMBODIMENT METHODOLOGY

16 FEBRUARY 2023

TUULI UTRIAINEN

ROMAIN MULLER

WHAT IS EMBODIMENT?

A tentative definition

An approach that engages by design the body in practices or processes which bring a stronger sense of awareness to oneself, others and the environment.



WHY IS EMBODIMENT USEFUL?

An overview (1/2)

Offering engaging ice breakers and more broadly spaces for exploration as it provides multiple sensory cues

Mobilising more than only the analytical brain

Playing with autopilot patterns and welcoming the unknown

Creating new modalities of learning



WHY IS EMBODIMENT USEFUL?

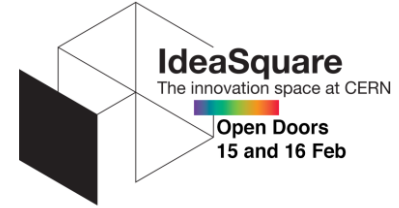
An overview (2/2)

Embodied practises have been shown to increase group problem solving abilities, connectedness, trust and cooperation (Cross et al. 2019).

Engaging in music and movement have also been shown to enhance learning, emotional intelligence and creativity while reducing stress (Bojner Horwitz et al 2022).

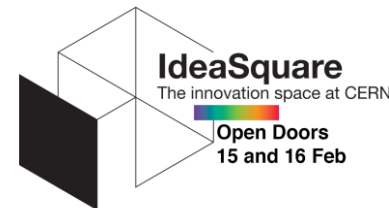


How is embodiment relevant in the context of IdeaSquare and CERN?



- Exploring and developing modalities for experiential learning and innovation
- Coupling with Design Thinking as core expertise of IdeaSquare
- Offering new ways of creating cohesion and dynamics in teams, meetings, conferences to enhance creativity and collaboration

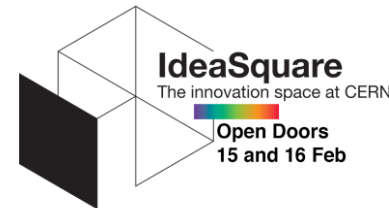
What have we done in exploring embodiment for innovation?



- Design and deliver **onsite workshops** as part of the Challenge Based Innovation (CBI) to increase cohort cohesion and prepare them for ideation
 - both at IdeaSquare and outside
 - for up to 300 students at the same time
 - From 20mn to 4h workshop
- Run programme to support embodied facilitation with partner universities
- Design and deliver **online workshops** in particular on welcoming the unknown
- **Build in embodiment exercises in programmes run by IdeaSquare for CERN colleagues** (e.g. growth mindset for FAP-BC)
- Up to 700 participants involved in embodiment and innovation programmes



With whom?

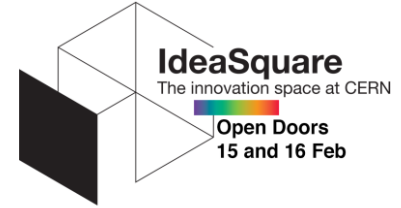


- Design Schools: Royal College of Art (UK), IED (Spain)
- Design Factories: Swinburne (Australia), Mannheim (Germany), New York (USA)
- Engineering schools: TU Delft (Netherlands), UPC (Spain), University of Bologna, University of Ferrara and University of Modena and Reggio Emilia (Italy)
- Business Schools: ESADE (Spain), Collège des Ingénieurs (France, Italy)

What are the outcomes/impacts?

“movement workshops prompt you to literally *move* out of your comfort zone and act without overthinking. This can be great for creative thinking necessary for innovation. It may elicit different emotions and responses in the moment, but in reflection, helps build awareness of self in relation to others.”

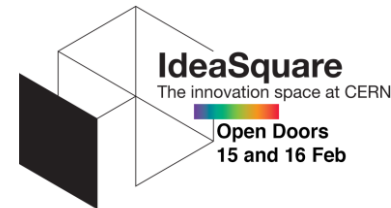
Prof. Christine Thong,
Academic Director, Swinburne Design Factory
Melbourne.



What are the outcomes/impacts?

“Students from Zurich University of the Arts (ZHdK) had the opportunity to participate in an ‘embodiment and movement’ session given by CERN IdeaSquare in February 2021. They were working on intercultural competences and the session added a new and very enriching dimension to the discussions and reflections: “what does it mean to play with the unknown?”, “how do you interrogate the unknown as an interdisciplinary team?”.”

Florence Balthasar,
Head of International Affairs, ZHdK



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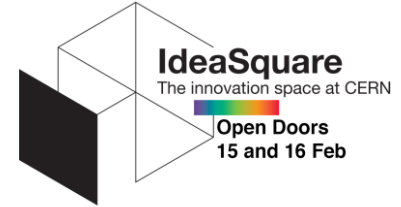
hdk

Zürcher Hochschule der Künste
Zurich University of the Arts

What are the outcomes/impacts?

“After participating twice in an embodiment workshop with our students I have become an enthusiast about this kind of approximation to mental aspects through the body. The first time was about co-creation, understanding what means to lead, to follow and to co-create and it felt really powerful to see how the students would step out of their comfort zone to get into the game and to explore with the group their own mental and physical boundaries. For me this mindful, and at the same time, ludic approach is key. What I particularly like is that it is a well-structured process, each step is well thought to lead the group and the individuals to the next level through exercises and at the end, all makes sense.”

Sonia Navarro
Attract Academy esade coordinator
Ecosystem architect for Experiential Learning



esade

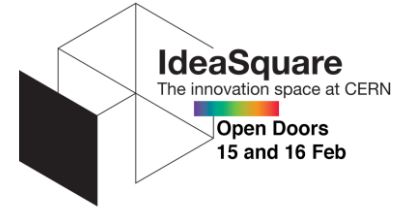
What are the outcomes/impacts?

“The session was structured in a way that step-by-step our group was guided through different states of minds in close relation to the physical context. Slowly moving towards a mindset to make choices. It gave energy and focus at the same time.

What was special about the embodiment style of workshop is the interaction with the physical space and others in a totally different way. It sparked senses and feelings you didn't know exist. Next to that, it gave the group a feeling of connectedness.”

Sem Carree,

Lecturer Creativity TU Delft

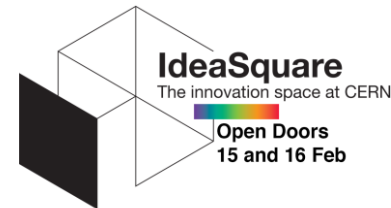


What are the outcomes/impacts?

“Understanding how we think starts deep within our molecular selves, an ancient knowing. Tuuli & Romain, worked with 500 Design students from the Royal College of Art asking them to build a sense of themselves as matter, a state of flow. As individual design thinkers each student had to believe in their own space but connect truly with those about them.

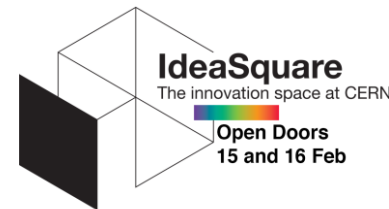
An energy grew, that Tuuli and Romain seemed to conduct like a concerto, a murmur of being human that was memorable and most importantly shifted the imagination and values of a future generation.”

Zowie Broach, Head of Fashion, Royal College of Art



Royal College of Art

What's next?



- Bringing embodiment to larger audiences – 1000 participants at once
- Performing a thorough literature review for embodiment and innovation
- Running experiments and publishing results
- Exploring partnerships – also inside CERN



Let's move!

