

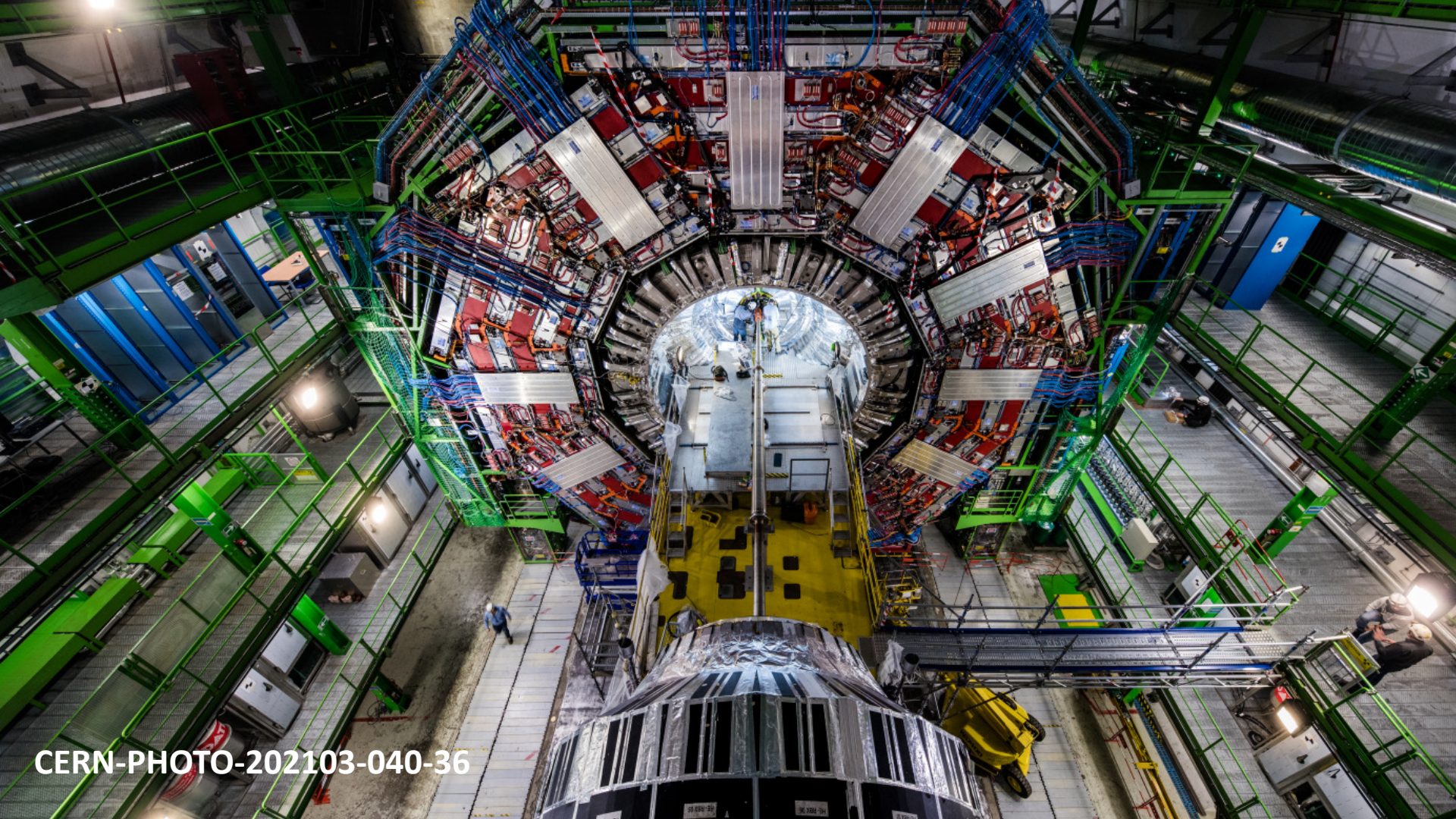
# IdeaSquare Embodiment Seminar

Welcome & setting the scene  
Tuuli Utriainen & team



Idea<sup>s</sup>





CERN-PHOTO-202103-040-36





invisible > visible

implicit > explicit





# Collaborations & Experiments



A high-angle photograph of a large group of people, mostly men, sitting on the floor in a workshop or office space. They are all waving their hands towards the camera. In the background, a red double-decker bus is parked, with the words "LONDON TRANSPORT" visible on its side. The bus has the number "140" on its front. The room has a modern, industrial feel with white walls and green accents. A large whiteboard is visible on the right side of the image. The overall atmosphere is one of collaboration and enthusiasm.

IdeaSquare

How can we make better collaborations between different actors to spend our shared resources well for the benefit of society?





# IdeaSquare

- New technologies research funding (ATTRACT)
- Internal & external innovation events
- Challenge based student programs
- Open journal for innovation knowledge



# Understanding collaborations & developing new methods

- Experimental approach: Test > Learn





Crowdsourcing

Storytelling

Scifi

Mediation

Robotics

Foresight

Arts

Embodied methods

Fashion

Experience design

**Understanding collaborations  
& developing new methods**

- Experimental approach: Test > Learn

New media

Hugging point



## Embodied methods

- Exploring and developing modalities for experiential learning and innovation
- Offering new ways of creating cohesion and dynamics in teams, meetings, conferences to enhance creativity and collaboration





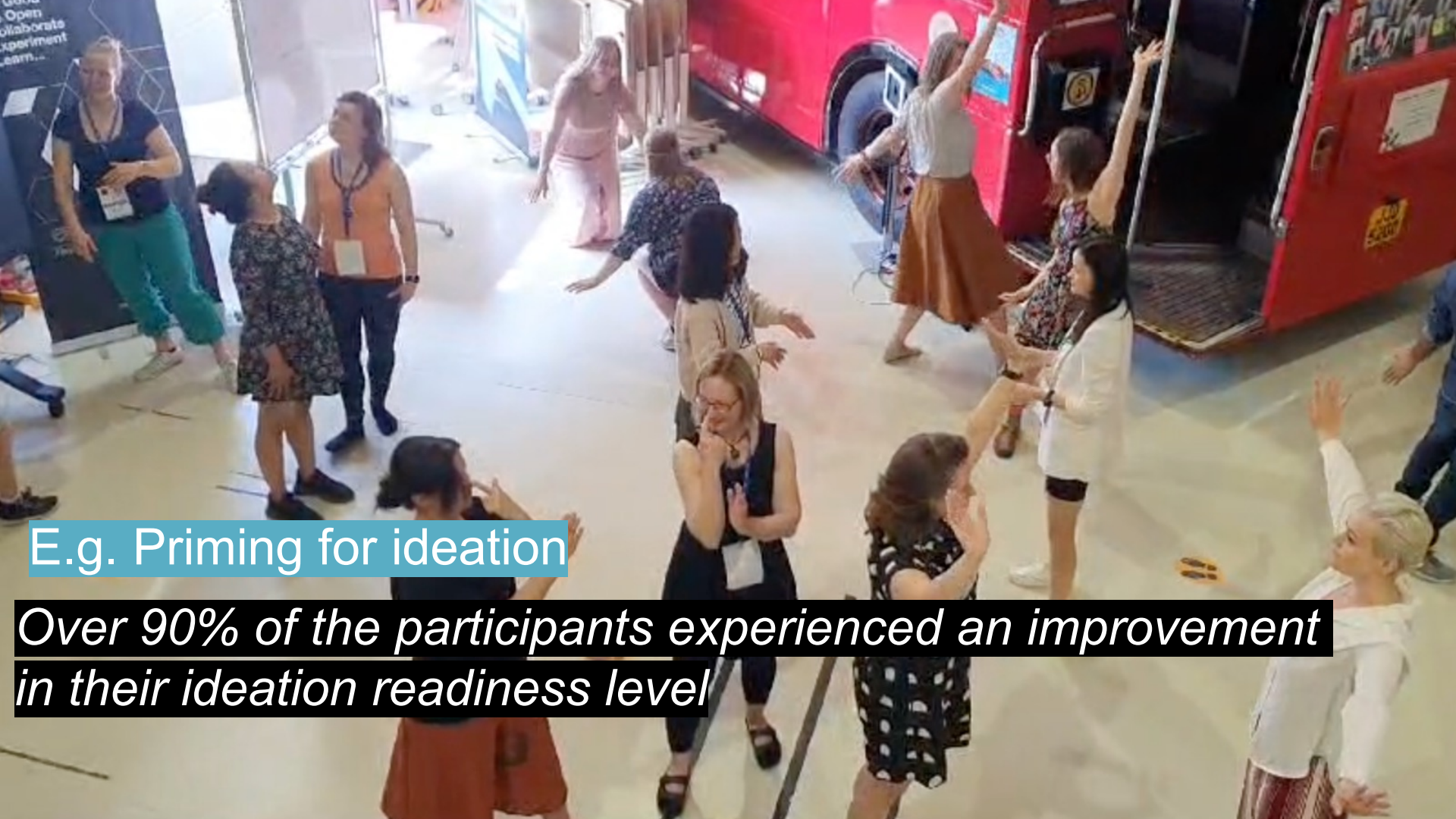
## Embodied methods

- From 10 virtual participants to 350 students co-located
- 20min to 4h sessions
- Accessibility e.g. eye gazing R-P-S

--> **Over 700 participants** involved in embodiment and innovation programmes in the past 4 years







E.g. Priming for ideation

*Over 90% of the participants experienced an improvement in their ideation readiness level*



# Facilitation skills

TU Delft

Designing an embodiment  
intervention for your team's  
issue X

Mobilising beyond the  
analytical brain

Creating new modalities of  
learning





# Enhancing human connection

RCA

How can we create a sense of togetherness with over 350 people?



Image: RCA





*music & arts*  
*19 performances*

Video: MTF // Nuno Barbosa

[https://vimeo.com/766506495?fbclid=IwAR0zru6sVnzNy1hUdQitrg\\_VDAwpJ7\\_MYbnGmslpi5GL3wuXB0l4A1CMmpc](https://vimeo.com/766506495?fbclid=IwAR0zru6sVnzNy1hUdQitrg_VDAwpJ7_MYbnGmslpi5GL3wuXB0l4A1CMmpc)

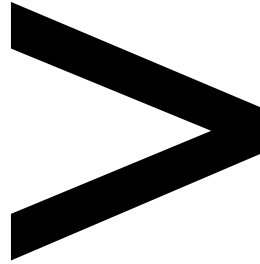
A close-up photograph of a hand holding a small green plant with five leaves. Each leaf has several white spots, suggesting a natural experiment or discovery. The background is dark and out of focus.

*Serendipity*

*New methods, experiments, ideas...*



# Outcome



*CIJ article*

# CERN IdeaSquare Journal of Experimental Innovation

Volume 7 - Issue 1  
2023

Special Issue:  
Using Science for Greater Good



# Journal of Experimental Innovation

[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**.*

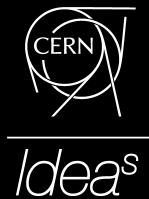




# Housekeeping



- The Space: Kitchen and workshops
  - Globe emergency gathering point
- Stay hydrated!
- Wifi: info in e-mail & Catarina
- For social media posts use
  - “IdeaSquare, the innovation space at CERN”
  - handle #CERNIdeaSquare, not the CERN one
- CERN & Open policy with pictures > talk to us in case



**Contact us!**  
#CERNIdeaSquare  
[ideasquare.cern](http://ideasquare.cern)