



**IdeaSquare
Innovations**

IdeaSquare Innovations

- We bring in experts from various fields to contribute their knowledge on break through innovation
- We develop new experiments on interdisciplinary innovation together
- We test these with ATTRACT groups & student teams
- We document our findings in publications/web/video

LHC – Large Human Collider in action



Integrative Innovation Playbook

*“My go to piece on
new innovation”*

Powered by
ATTRACT

High level content

- Web
- Video
- Events
- Publications
- Playbooks



Composers



Anthropologists



Actors



Biologists

**Inspiration,
Experimentation,
Novelty**

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Go beyond incremental into breakthrough

Build connections within the European ecosystem

Establish us as a European innovation hub

Bring us together as a team & next level