

## KEY BENEFITS & TAKEAWAYS

- ✓ Learn creative best practices and innovation skills
- ✓ Rethink business models and strategies
- ✓ Learn by doing: collaborate on creative projects
- ✓ Reinvent yourself and your organization

## PROGRAM FEES

- Professionals<sup>1</sup> \$8,500 CDN  
<sup>1</sup> 10% discount early application deadline: February 23, 2018
- Graduate students<sup>2</sup> \$5,000 CDN  
<sup>2</sup> Scholarships available

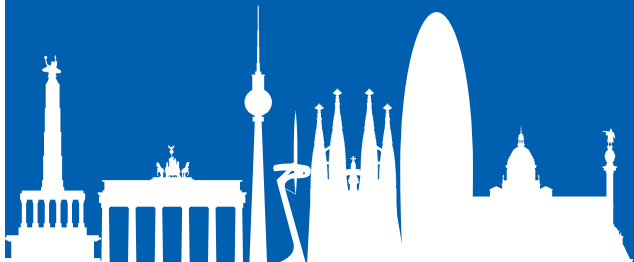
## ACCREDITATION

- Qualifies for Québec's Corporate Education Tax Credit
- Recognised as a training activity of the Québec Bar
- Recognised by the Ordre des ingénieurs du Québec
- Training organisation recognised in France

## CONTACT INFORMATION

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[summer-school.hec.ca](http://summer-school.hec.ca)



## PARTNERS



yncréa  
HAUTS-DE-FRANCE



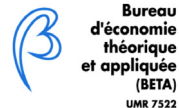
## COLLABORATORS



CIRQUE DU SOLEIL



Fondation  
HEC MONTRÉAL



# SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY IN AN INNOVATION SOCIETY

10<sup>th</sup> EDITION

June 21 – July 9, 2018  
Montreal | Berlin | Barcelona



# SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY IN AN INNOVATION SOCIETY

**MONTREAL**  
 FROM JUNE 21 TO 29



**THURSDAY 21 JUNE**  
**REGISTRATION / INTRODUCTION / TEAM PROJECTS / WORKSHOPS**  
 HEC Montréal

**508 WITH NATHALIE BONDIL**

A conversation with the Director and Chief Curator of the Montreal Museum of Fine Arts on the power of the arts. The conference will be followed by a cocktail.

**FRIDAY 22 JUNE**  
**THE CREATIVE SOCIETY & THE ECONOMICS OF INNOVATION**  
 HEC Montréal

Understand the fundamentals of the creative economy. Experience it through an innovative Design Thinking workshop. Apply your creativity in the omelette competition!

With P. Cohendet, L. Simon, N. Billou, J. Valls, M. Pareja-Eastaway

**SATURDAY 23 JUNE**  
**ART, CULTURE & CREATIVITY**  
 Société des arts technologiques (SAT)

Rethinking business models for arts and cultural organisations and projects. Art therapy workshop. Large scale events & creativity. Jazz improvisation workshop.

With L. Simon, K. Dean, E. Turkina, H. Sweeney (tbc)

**SUNDAY 24 JUNE**  
**REGIONAL INNOVATION: THE CONCEPT OF SMART SPECIALIZATION / CREATIVITY OF THE SENSES**  
 City of Magog / Domaine Les Brome

How can policy-makers enable regions to focus on their strengths to boost innovation and achieve economic growth? The art of winemaking: discover the vineyard of Leon Courville.

With P. Cohendet, L. Simon, Magog Technopole Team (tbc), L. Courville (tbc)

**MONDAY 25 JUNE**  
**BRINGING INNOVATION TO HEALTHCARE**

**CHU Sainte-Justine**

Innovation ecosystems in healthcare: comparing the ecosystems of Barcelona, Strasbourg, Lille, and Montreal. New models of open innovation labs. Creativity, innovation and intellectual property rights in medical research. C-K workshop.

With R. Jacob, L. Sirois, K. Malas, M. Agogué, C-E. Aubin (tbc), F. Brunet (tbc)

**TUESDAY 26 JUNE**  
**ARTIFICIAL INTELLIGENCE – BIG DATA – INTERNET OF THINGS (IoT) / BUSINESS MODEL WORKSHOP**

**Bombardier Aeronautics / Espace CDPQ (tbc)**

The digital revolution is disrupting business models, and changing how people communicate and connect. Understand the impact of artificial intelligence, big data and the IoT through case studies of large corporations and consortia [Bombardier, CRIAQ, TKM, Element AI, Ivado].

With P. Cohendet, D. Faubert, M. Beaulieu (tbc), C. Lecante, B. Oreshkin, J. Bengio (tbc)

**507 WITH YVES PIGNEUR**

Meet with the co-author of the best seller Business Model Generation

**WEDNESDAY 27 JUNE**  
**CREATIVE INDUSTRIES / SOCIAL INNOVATION**

**Cirque du Soleil / La TOHU**

Discover some of the secrets of a creative industry giant. Discuss with creators & artists. Transform yourself into an artist. Discover the TOHU, an example of sustainable development through culture.

With B. Petiot, B. Matthieu, P. Daoust, C. Maggs, S. Lavoie

**THURSDAY 28 JUNE**  
**TEAM PROJECT WORKSHOP / VIDEO GAMES & INNOVATION ECOSYSTEMS**  
 HEC Montréal / Ubisoft

Understand the management of creative processes, collaborative management & the role of knowledge communities of the largest videogame studio in the world.

With C. Orvoine, L. Simon

**FRIDAY 29 JUNE**  
**BUILDING A CREATIVE MIDDLEGROUND**

**Montreal's A space for Life**

Humanizing museums. Learn to design, develop and implement 'living spaces' for a wide audience.

With C-M. Brunelle, A. Charpentier

**BERLIN**  
 FROM JUNE 30 TO JULY 3



**SATURDAY 30 JUNE**  
**ARRIVAL IN BERLIN**

**SUNDAY 1 JULY**  
**GOVERNANCE OF CREATIVITY / BERLIN AS AN URBAN CREATIVE SPACE**

**Freie Universität Berlin / Holzmarkt**

Understand how different temporal-spatial contexts and their particular modes of governance influence creative processes. Discover the Holzmarkt Cooperative for urban living.

With P. Cohendet, J. Sydow, A. Melchior, T. Theel, L. Vogelgsang

**MONDAY 2 JULY**  
**THE ROLE OF SECRECY IN CREATIVE PROCESSES / CORPORATE INNOVATION PRACTICES**

**Freie Universität Berlin / Telekom / Ableton / SAP**

Discussion on the role of intellectual property rights in creative processes, and reflection on the importance and risks of secrecy. Visits, meetings, presentations and roundtables with leading German industrialists.

With J. Costas, B. Otto

**TUESDAY 3 JULY**  
**CO-PRESENCE IN CREATIVE PROCESSES / CREATIVE CLUSTERS IN BERLIN**

**Freie Universität Berlin /**

**Adlershof Science and Technology Park**

In an increasingly virtual world, why does co-presence (proximity of actors) become essential to manage certain creative activities? Creativity and innovation in photonics.

With G. Grabher, A. Melchior, J. Sydow

**BARCELONA**  
 FROM JULY 4 TO 9



**WEDNESDAY 4 JULY**  
**DEPARTURE FOR BARCELONA**

**THURSDAY 5 JULY**  
**GASTRONOMY & CREATIVITY**

**Fundacio Alicia**

The courage to create: lessons from avant-garde & traditional Catalan cuisine.

With F. Adria (tbc), J. Biarnes, P. Solé Parededa, Y. Duytsche

**FRIDAY 6 JULY**  
**TECHNOLOGY & CROSS-SECTORAL INNOVATION / CULTURE & CREATIVITY**

**Institute of Photonic Science (ICFO) / Pati Manning / 7 Portes**

Creativity and innovation in photonics. Two artists' personal reflections on dance.

With L. Torné, J. Perello, C. Gelabert, L. Azzopardi

**SATURDAY 7 JULY**  
**DESIGN & INNOVATION / ARCHITECTURE, CITY & ENVIRONMENT**

**Roca Gallery / 22@ / Media-TIC**

Learn creative strategies for product design. Discover the architectural creativity of Barcelona, a mix of modernity and tradition.

With A. Carulla, J. Congost, J.M. Lopez Urdiales (tbc), M. Pareja-Eastaway, E. Ruiz-Geli (tbc)

**SUNDAY 8 JULY**  
**CREATIVE & INNOVATIVE SPACES / ENTREPRENEURSHIP & INNOVATIVE START-UPS**

**Institute of Next**

Learn the latest trends & examples of new workspaces around the world. Participate in a workshop to define the best innovation space. Discover Barcelona's start-up ecosystem.

With A. Cornella, Claro Partners, C. Tham, P. Torres

**MONDAY 9 JULY**  
**TEAM PROJECTS / CLOSING CEREMONY**  
**CCCB (Centre de Cultura Contemporània de Barcelona) / Paraním**

\*Program subject to change without notice.