

WELCOME KIT INTERNATIONAL CREATIVE JAM RE-IMAGINE YOUR CITY



01

DISCOVER

Societal challenges, use design thinking methodologies and sustainable principles

EXPLORE & LEARN

Learn new digital, creative and enterprise skills in the AYCH workshops

02

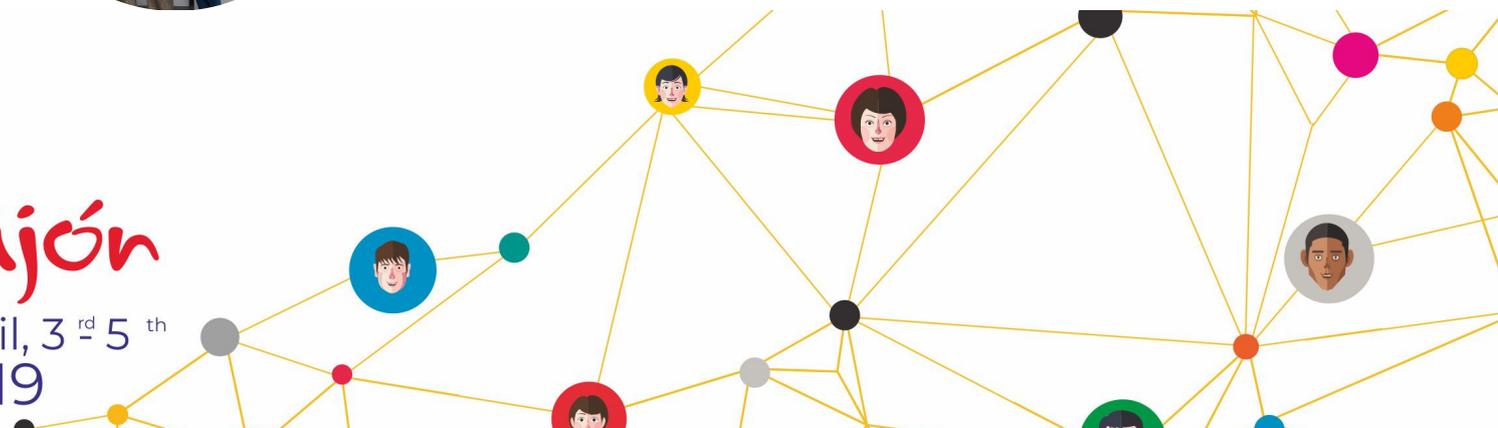


SOLVE & CREATE

Join a transnational team, prototype your innovative idea and change the world!



03





AYCH CREATIVE JAM

3th April - DISCOVER

DISCOVERY ETNOGRAFY
DESIGN THINKING

4th April EXPLORE & LEARN

DIGITAL FABRICATION
ECODESIGN
DESIGN ILLUSTRATION
MUSIC
MOBILE APP
INTERNET OF THINGS
CREATING SPACES
POWER CRUNCH
BUSINESS MODELING
FROM IDEA TO PROJECT
IMMERSIVE TECH
CINEMA

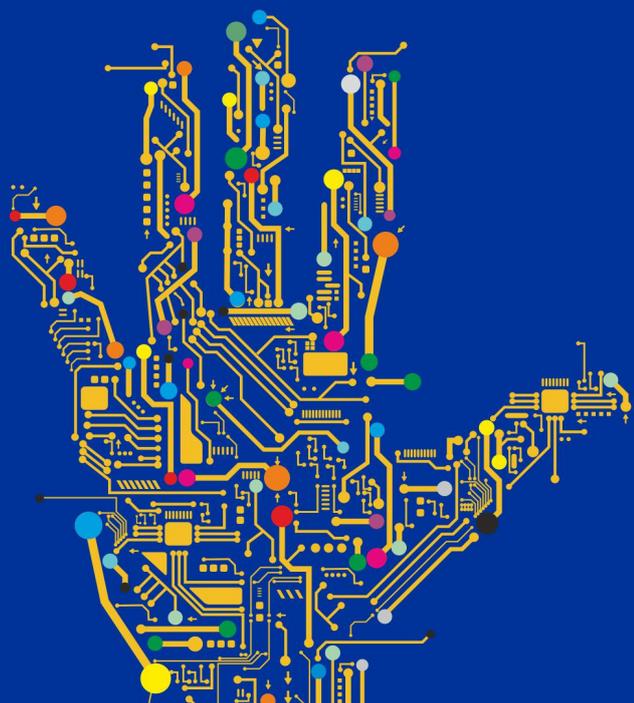
5TH April - CREATE & SOLVE

TRANSNATIONAL HACKATON
MENTORING

Reimagine your city
Reimagine yourself

April, 3rd- 5th
2019
campus EPI
(meals included)

Gijón



DAY 1: DISCOVER



01

DISCOVER

Societal challenges, use design thinking methodologies and sustainable principles

Welcome to our second International Creative Jam as part of the Atlantic Youth Creative Hubs (AYCH) project. The welcome kit will give you a handy reference for all that you will learn during the event.

The Creative Jam is a pilot project bringing young people, partners, agencies and decision makers together to facilitate an opportunity to 'get creative' and build prototypes to address societal issues through workshops and a hackathon. At each Creative Jam, there are social themes to tackle. The ideas, services and products that you create should link back to the event theme.

For this International Creative Jam, we have selected the theme of "Re-imagine Your City" the way you move around it and interact with it.

RE-IMAGINE YOUR CITY



Re-imagine your city, re-imagine yourself! Use design, creative thinking, and technology to build new ideas, products or services that will create the city, urban and rural spaces of future. We want you to think about designing new places to play, to live, to work, to shop, to eat and to be, as well as the way you move around these spaces, experience and interact with them.

This broad and inspiring theme gathers topics such as:

- Mobility & Transport: How to reach sustainability in transportation?
- Low carbon: How to reduce our carbon emission?
- Circular economy & Regeneration: Stop thinking linear, think circular!
- Community & Solidarity: What are the solutions to live better together?
- Health & Well-being: How to improve quality of life and well-being?

Several experts will be on hand throughout the event to help you understand the theme better and shape your creative idea for the future. The IDEA Wall will be a great place to start bouncing ideas around the theme, you will find more details about it on page 3.

Several experts will be on hand throughout the event to help you. Please register inside the entrance in the building and then go to the first hackathon activity.

Where & When:



Registration & Welcome

9:00 - 9:45, 3rd April

Hackathon Room - Sala de exámenes

Aulario Norte. Campus Universitario. Gijón University

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DAY 1: DISCOVER



CITY DISCOVERY

On the morning of the first day, with the help of a local Design Thinking organisation, you will get the chance to observe the city. It will also be a great time for getting to know the other participants coming from the UK, France, Spain and Portugal a little bit more.

Just ask the Hipopotesis Team if you need help!

 **Where & When:**
9:45 - 13:00, 3rd April
Hackathon Room - Sala de exámenes
Lower Ground Floor - Aulario Norte

LUNCH & IDEA WALL

We will have lunch at the university, in the Hackathon Room.

It will be an opportunity for you to get familiar to the IDEA Wall and to start contributing to it. Make sure you check it out as it will be very useful to shape ideas and constitute the teams for Friday, the challenge day!

 **Where & When:**
13:30 - 14:30, 3rd April
Hackathon Room - Sala de exámenes
Lower Ground Floor - Aulario Norte

BRIGHT MIRROR GAME

In the afternoon, Florent and his team from the EDNA School will introduce you to the Bright Mirror game, specially designed for the AYCH project.

How do you imagine your city to be in 2045?

Bright Mirror is a board game allowing to create futuristic scenarios to create a newspaper of the futuristic cities. This activity is all about getting together to imagine the city of the future in 3-hour time!

 **Where & When:**
3rd April 14:30 - 17:30
Hackathon Room - Sala de exámenes
Lower Ground Floor - Aulario Norte

CATERING FOR EACH DAY

 Coffee, tea and snacks all day long
Lunch: sandwiches and salads at the uni (Day 1 & 2: Wikipedia Area Ground Floor, Day 3: Hackathon Room Sala de Exámenes)
Dinner: restaurant in the city centre of Gijón

DAY 2: LEARN & EXPLORE



02

LEARN & EXPLORE

Learn new digital, creative and enterprise skills in the AYCH workshops

The second day of the Creative Jam is all about learning and exploring, you will get the chance to attend Creative, Enterprise and Digital workshops. It will allow you to learn new key skills for your future and it will help you for the third day of the event the "challenge day". To figure out which workshops you will attend, please check the workshop attendance list at the Information point.

6 CREATIVE WORKSHOPS



TIME 09:15 - 11:15

1. Creating Spaces

Get creative and consider the various ways a building can look from the outside, function on the inside, and serve more than one purpose over time. How many ways can we create a space? What is it that makes a space work?

We will discuss how we can make design function visually, practically and sustainably, then physically map out and design a space to achieve these goals.

Expert: Rosie Renals Wells

Language: English, French

Room: B2 - Ground Floor

2. Design Illustration

You will learn how to simply draw something very complex. How to represent a very large thing to a very small on? How to schematise a whole process so that everyone understands it in a single look.

Expert: Olivier Balez

Language: English, French

Room: B3 - Ground Floor

3. Rec-Action

Get to experience the audiovisual world, introduction to the basics of filming. In this workshop, you will find out more about the art of capturing and capitalising moments.

Expert: Xosé Garcia Silvela

Language: English, Spanish, French

Room: B4 - Ground Floor

DAY 2: LEARN & EXPLORE



4. Sound Design

Explore sound in a digital and acoustic format and discuss the philosophy of rhythm-analysis. We will look at manipulating sound through music concrete and digital applications. The sound we create will be made into a digital format, so that it can be ready for upload or added to the video. Through a series of creative groups, sound design and musical rhythm will be created.

Expert: Richard Doak

Language: English

Room: B5 - Ground Floor

5. Augmented Reality

Learn more about the technologies behind AR Apps and get the elements to build your own vision. The workshop includes a practical session which will drive the participants to create an AR App through the use of the game engine Unity and the AR platform Vuforia.

Expert: Roy Jones

Language: English, Spanish

Room: B7 - Ground Floor

6. Virtual Reality

Try out VR headsets, learn how to build 3D worlds and interact with the space around you in new ways. This workshop will give you an introduction to virtual reality, augmented reality and mixed reality.

Expert: Oliver Curtis

Language: English, French, Spanish

Room: B8 - Ground Floor

6 ENTERPRISE WORKSHOPS

TIME 11:30 - 13:30



1. Business Canvas

Learn how to use the Business Model Canvas to test your business idea.

Expert: Nick Graham

Languages: English

Room: Sala de Juntas - Ground Floor

2. Business Modelling

Learn to sketch a business project using the tool “canvas” based on the methodology created by Alex Osterwalder and Ives Pigneur in “Business Model Generation”.

Experts: Ana Cadavieco Viejo, Adela Garrido Rodriguez"

Languages: English, Spanish

Room: B2 - Ground Floor

3. EcoDesign

Get to understand the environmental impacts of products and services. Calculate that impact related to different study cases

Expert: Ramón Rubio García

Languages: English, Spanish

Room: Media Lab (please wait your group to get there)

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DAY 2: LEARN & EXPLORE



4. EU Opportunities

Find out more about the job, internship and exchange opportunities. This workshop is focused on youth employment opportunities across Europe and beyond.

Expert: Maria Montoiro

Languages: English, Spanish, French, Portuguese

Room: B3 - First Floor

5. From Idea to Project

Learn about the techniques to move your idea forward in a smart city context : What kind of tools to go from data to design and innovations?

Expert: Florent Orsini

Languages: English, French, Spanish

Room: B4 - Ground Floor

6. Power Crunch

Get to build solutions in teams using the human-centred design methodology. The goal is to learn how to define the problem, create empathy with the user, brainstorm and find the right solution, prototype and pitch.

Expert: Luisa Marinho

Language: English, Portuguese

Room: B5 - Ground Floor

6 DIGITAL WORKSHOPS

TIME 14:30 - 16:30



1. Arduino Media Keys

Learn the basics of Arduino Micro and USB HID connection on a computer. We will discover how we can use a simple push button to control the functioning of our computer, for example, change the song which is playing or change the sound level.

Expert: Tomi Murovec

Languages: English, French

Room: Media Lab (please wait your group to get there)

2. Digital Fabrication

Learn how to use design software to enable you to 3D print objects as well as different processes found in the "Fab Lab" such as digital scanning, laser cutting and vinyl cutting.

Expert: Ben Mundy

Languages: English, French, Spanish

Room: Media Lab (please wait your group to get there)

3. Augmented Reality

Learn more about the technologies behind AR Apps and get the elements to build your own vision. The workshop includes a practical session which will drive the participants to create an AR App through the use of the game engine Unity and the AR platform Vuforia.

Expert: Roy Jones

Language: English, Spanish

Room: B7 - Ground Floor

DAY 2: LEARN & EXPLORE



4. Mobile Apps

Create a mobile application in a simple way and scratch type programming. Use an application allows the generation of fully functional mobile applications without the need to know how to program.

Expert: Islam El-Sayed Mahmoud

Languages: English, Spanish

Room: B2 - Ground Floor

5. Node-Red IoT

Learn how to implement internet level applications of things, without the need for prior knowledge or programming code. In an hour and a half, you will implement a fully functional application in the form of a prototype.

Expert: Islam El Sayed Mahmoud

Language: English, Spanish

Room: B5 - Ground Floor

6. Virtual Reality

Try out VR headsets, learn how to build 3D worlds and interact with the space around you in new ways. This workshop will give you an introduction to virtual reality, augmented reality and mixed reality.

Expert: Oliver Curtis

Language: English, French, Spanish

Room: B8 - Ground Floor

DAY 3: SOLVE & CREATE



03

SOLVE & LEARN

Join a transnational team, prototype your innovative idea and change the world!

During the Creative Jam challenge, you will first need to build up your dream team and once you have agreed on the idea you want to work on, you will apply and develop your digital and enterprise skills, through tackling real-world societal issues in a 6-hour against-the-clock prototyping challenge.

FROM AN IDEA TO A PROTOTYPE

With the help of Florent and Oli, you will find your idea and your team, complete your Idea Card and go the Idea Shaker activity before Freezing Your Idea. Once you have your idea and your time, it's time to crack on and prototype!

 **Where & When: 09:15 - 15:30 Sala de exameses - Lower Ground Floor**

MENTORS TO HELP YOU

Each team will be coached by an experienced mentor throughout the day. They will be there to provide with useful tools and methods in order to shape your idea, work on your prototype and prepare your presentation.

5-MINUTE PITCH

You will also need to start preparing for the project presentation in front of the judging panel at Your pitch should last no more than five minutes.

To be well prepared, we urge one or two of your team to attend the pitching and presenting workshop. You can divide your team so that some team members continue to work on the project, whilst others attend the workshop with Nick.

 **Where and When: 13:30 - 14:30 Sala de exameses - Lower Ground Floor**

PROJECTS PRESENTATIONS

TIME 15:45 - 17:30

At the end of the event, you will be pitching your project in front a judging panel from various professional backgrounds and nationalities. We have prepared three special awards for the "Best Project" "Most Investable" "Most Impactful".

AYCH TOOLS

Download SLACK to work online with your group and send your project presentation straight to the Creative Jam Gijon Channel, Florent and Oli will help you if you need.

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MORE INFO



WHAT'S NEXT?

- Stay in touch with your team! Your idea is great? Keep working on it, set up a WhatsApp group and be ready for an amazing experience!
- Selection of best project from the Creative Jam to go forward into incubation phase through the AYCH Incubation Programme
- Programme of workshops, seminars, residencies, internships and other hands-on events across the hub network
- Join the AYCH Ambassador Programme!
- Access to mentoring, guidance and expert advice on career and future progression

GET SOCIAL!

Follow us on the social networks : **AYCH Atlantic Hubs**
Hashtags **#gijoncreativejam #gcj #aychgijon #aychspain #aychcity**
Add your favorite songs to the **AYCH Spotify Playlist**

WIFI ACCESS & TEMPORARY ACCOUNTS

Gijon University Wifi ID and Password
User: Olimpiada
Password: Uniovi2019

To log in the laptop and computers at the uni
Network Login: alumno Password: 20emerGencia18

LEISURE ACTIVITY

Our host Gijon City Council has kindly provided smart cards for the Creative Jam, it will allow you to take the bus for free but will also give you free access to museums, galleries and botanical gardens.

Each partner is in charge for deciding which activity they want to do each evening.

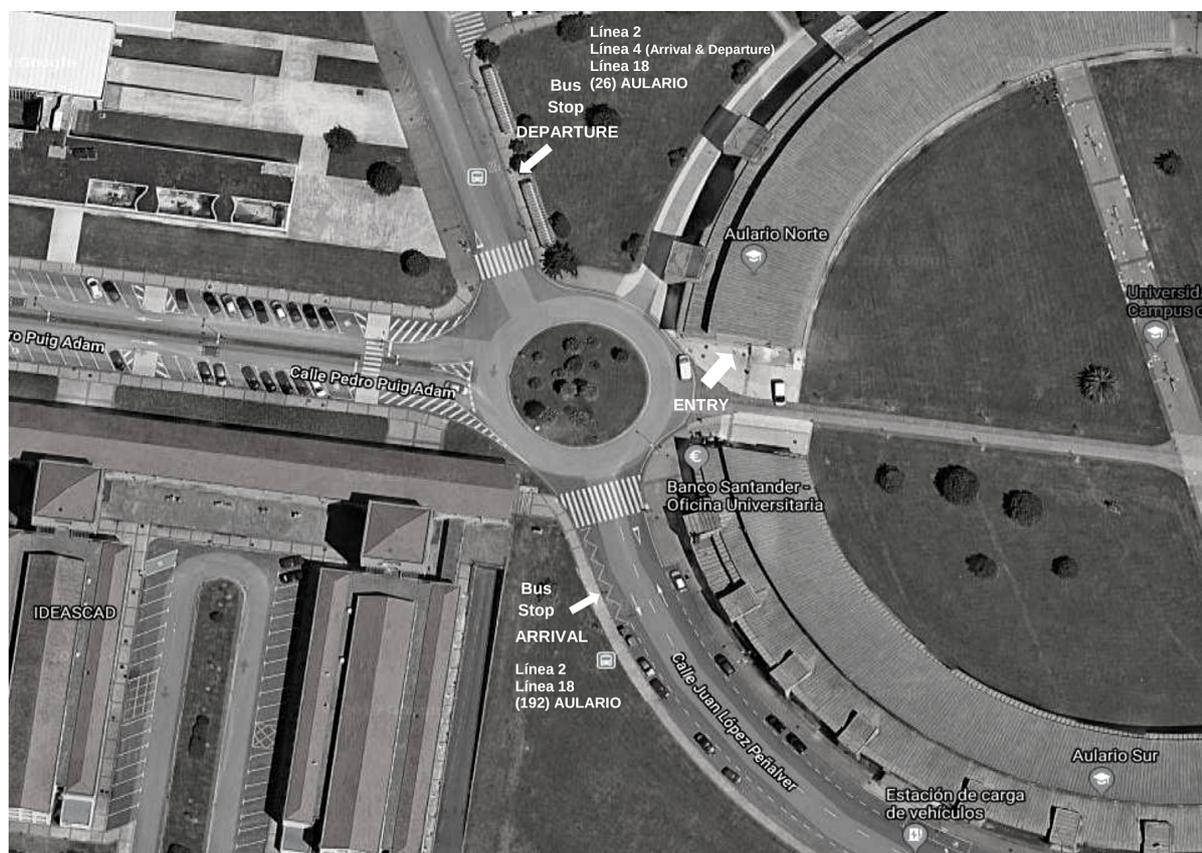


MORE INFO

HOW TO GET TO GIJON UNI?

Bus line	Bus Stop	ARRIVES	DEPARTURES
L 2 (every 30 min)	(192) AULARIO / (26) AULARIO	L2 (El Corte Inglés - Hospital de Cabueñes)	L2 (Hospital de Cabueñes - El Corte Inglés)
L 4 (every 15 min)	(26) AULARIO (Arrival & Departure)	L4 (El Lauredal-Viesques-Campus Universitario)	L4 (Campus Universitario-Viesques-El Lauredal)
L 18 (every 15 min)	(192) AULARIO / (26) AULARIO	L18 (Nuevo Gijón - Hospital de Cabueñes)	L18 (Hospital de Cabueñes - Nuevo Gijón)

UNI MAP



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