**Hackathon for Creative Businesses** **10.-11.10.2019   
@ XAMK, Kouvola, Finland**

**Are You a student of Design** from the field of Fashion and Costume Design, Game Design, Graphic Design, Service Design, Product Design, Interior Design, Interior Architecture and Furniture Design,   
**Hospitality Management, Marketing or other Culture-related studies?**

**This is a great opportunity for You** to develop your team working skills, know-how and participate in innovative cross-artistic, multi-disciplinary concepts within festival and cultural contexts. You will also earn 5 study credits by participating!

This hackathon is organized by XAMK, The South-Eastern Finland University of Applied Sciences and SPbSUITD, The St. Petersburg State University of Technology and Design as part of an international cross-border C3E project (2018-2021).

The most innovative solutions are created when multidisciplinarity is present!

We bring in the methods of service design, such as co-creation and customer oriented approaches, as well as gamification and the latest digital technology.

We create conceptualizations, visualizations, gamified and immersive experiences in connection to the more traditional concepts of culture and art, such as live performances, festivals and theatre.

**The development tasks to be tackled are:**

1. Immersive gamified contents for the Mikkeli Music Festival audience development process which has already been started by a demo during the summer 2019 festival in early July in co-operation with [www.OiOi.fi](http://www.OiOi.fi)  
This innovation will be further developed within the hackathon.

2. Movable container accommodation with design aspects and a mobile distribution channel to the Kotka Maritime Festival (Kotkan Meripäivät) for summer 2020.  
<https://www.meripaivat.com/en/>

3. Kouvola Theatre audience development project with the help of gamification and character conceptualisation using the latest game design and costume / fashion design methods based on Commedia dell’Arte characher prototypes in close connection to the upcoming premier in 2020.

**The idea of a hackathon in a nutshell**

The hackathon starts with high stake inspirational speeches and presentations. The event continues with presenting the actual cases and tasks in a nutshell after which the participants are divided into cross-disciplinary groups which receive support and mentoring along the process which is squeezed into an 24-hour-window.

The aim of the procedure is to bring out the very best innovative ideas and to form a demonstrable prototype of the product, service or innovation, which is eventually presented to the full hackathon audience in front of the jury. The jury comments and short lists the prototypes.

The best innovation prototypes are selected for further development with the commissioning cultural house or festival. All of the prototypes are cross-artistic and multidisciplinary, and will most likely receive media hits when further developed and actually realized and publicized. This is your highway to recognition and celebrity!

**Inspirational speeches by**

Mr. Jaakko Kemppainen, Finland’s first game design regional artist nominated by The Regional Council of Art in Finland (TAIKE)

Mr. Teemu Laasanen, Festival Manager of the Mikkeli Music Festival   
<http://www.mikkelinmusiikkijuhlat.fi/en/etusivu>

Mr. Sami Kämppi, CEO of OiOi [www.oioi.fi](http://www.oioi.fi) expert in magical immersive interactive installations by using the latest technology. Check out their new show reel   
<https://vimeo.com/oioi/showreel>

Ms. Tiina Luhtaniemi, General Manager of the Kouvola Theatre

Ms. Tiina Salonen, the Kotka Director of Culture, Kotka Maritime Festival Manager

Ms. Liubov Dzhikiya,Professor of the Fashion Design department, art-director of *Admiralty Needle* fashion design contest <http://igladesign.ru/en/main.html>

Member of the Union of Artists of Russia, prize winner of Russian and international contests and exhibition, SPbSUITD

Ms. Ekaterina Prozorova, Head of the Equipment Design for Environmental Objects Department, Associate Professor of the Environmental Design Department, PhD in Cultural Studies, SPbSUITD

Mr. Esko Ahola, Senior Lecture, Fashion and Costume Design, XAMK

Ms. Sinikka Ruohonen, Principal Lecturer of Fashion and Costume Design, XAMK

Ms. Suvi Pylvänen, Gamification Expert, Medusa Studios, XAMK

Mr. Miikka-Petteri Lesonen, Gamification & RDI Expert, Medusa Studios, XAMK

Ms. Tiina Ikkonen, RDI Specialist, Service Design, XAMK

Ms. Meri Valta, RDI Specialist, Service Design, XAMK

Ms. Heini Haapaniemi, XAMK, C3E Project Manager, RDI Specialist,   
Expert in cultural administration and development projects

This Hackathon is part of the Contents for Cross-Cultural Events international project within the creative industries between Russian and Finnish partners. Please read more at our webpages:   
<https://www.xamk.fi/c3e>