FP7 ICT Work Programme 2013

Objective ICT-2013.8.1: Technologies and scientific foundations in the field of creativity

The culture and creative industries are a powerful motor for jobs, growth, exports and earnings, cultural diversity and social inclusion, representing 4.5% of total European GDP and accounting for 3.8% of the workforce. European industries, in particular small and medium enterprises, are increasingly faced with the need to be more productive, innovative and dynamic in responding to the changing market needs.
This challenge calls upon research and industry to unite their forces to produce more powerful and interactive tools for creative industries, enhance the creativity of workers pursuing different professions, and anticipate future trends in research and innovation by encouraging interaction in and between different segments of the creative industries.
One goal is to create a vibrant creative technology ecosystem and increase the innovation capacity of European industries and enterprises by providing them with better tools, capabilities and foresight. A further goal is to enhance, develop and encourage creativity as an essential 21st century skill in professional contexts.

Call Info

FP7-ICT-2013-10

Open between 10 July 2012 and
15 January 2013

Funding schemes:
a) IP/STREP; b) and c) STREP; d) CSA

Indicative budget distribution:

Target outcomes a) and b) EUR 32 million, with a minimum of 40% for IPs and 30% for STREPs
Target outcome c) EUR 10 million
Target outcome d) EUR 1 million.

More information:

http://cordis.europa.eu/fp7/ict/creativity/creativity-calls_en.html

E-mail address for pre-proposals submission and questions: CNECT-DIGICULT@ec.europa.eu

Target Outcomes

Research under this objective will address creativity and the tools and environments in which it takes place. Research activities will contribute to equipping different industries with more effective creative tools, expand the potential of technology in the human creative processes and advance the scientific understanding of creativity thus providing the basis for future innovative technologies. This will be complemented by support activities that promote ways of closer interaction and networking within and between different segments of creative industries.

a) Creative experience tools that make use of all our senses and allow for richer, more collaborative and interactive experiences: real time simulation and visualisation, augmented reality, 3D animation, visual computing, games engines, and immersive experiences. The tools created should be cost effective, with special attention to users like SMEs and individual creators, intuitive, and be demonstrated in real environments for the creative and cultural industries (such as advertising, architecture, arts, crafts, design, fashion, films, music, publishing, video games, TV and radio etc.).

b) Intelligent computational environments stimulating and enhancing human creativity: Multi- disciplinary research (e.g.

computational creativity, brain-based research, cognitive and learning sciences, HCI) should explore the potential of technology to enhancing human creative processes. Research Page 82 of 170 should address individual and/or collective creative processes in professional contexts involving domain-specific skills (in e.g. creative industries, engineering, medical professions). Work should establish theories and models for hybrid (human-computer) systems to be demonstrated by fully functional prototypes of computational environments. Proposals need to address the balance between scientific insights, technological innovation and practical application to the domain. Proposals should include sound methodology for the assessment and measurement of creative performance.

c) Progress towards formal understanding of creativity with a view to advancing the measurable capability of computers to produce results assessed by humans as useful, original and surprising. Proposals should contribute to technological and theoretical insights on creativity, incorporating progress in relevant areas such as AI, psychology, sociology, neuroscience and cognitive science. Proposals should demonstrate how the theoretical insights gained in the project will contribute to the understanding of human creativity. Technological advances should be validated as proofs of concept in innovative autonomous creative systems aiming to rise above the level of pastiche (mimicry).

d) Roadmaps for future research and innovation in the creative industries; proposals should target cross- and inter-cluster support activities to boost creative competitiveness in sectors such as advertising, architecture, arts, crafts, design, fashion, films, music, publishing, video games, TV and radio. For all target outcomes, projects should include a scientifically sound evaluation component.

Expected Impact

- Improved efficiency of creative processes by two fold at least as regards time and resource investment, and quality of output.
- Improved competitive position of the European cultural and creative industries through the provision of cost effective, innovative and high-value products and services.
- Better understanding of the potential of technology in human creative processes leading to enhanced domain-specific human creative performance.
- Deeper scientific understanding of creativity, fostering the synergy between understanding and enhancing human creativity, and new technologies for autonomous creative systems.
- Better coordination of European and national efforts, closer dialogue between research and industry, better understanding of user requirements, more innovation and technology uptake.

Work programme extract: Objective ICT-2013.8.1: Technologies and scientific foundations in the field of creativity

Full version: ftp://ftp.cordis.europa.eu/pub/fp7/docs/wp/cooperation/ict/c-wp-201301_en.pdf