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[Home](#) > [Research and innovation](#) > [Open Science](#) > [ICT & Art](#) > ICT & Art

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# starts



[1]

ICT can enhance our capacity to sense the world, but an artwork can reach audiences on intrinsic emotional levels.

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Scientific and technological skills are not the only forces driving innovation. Creativity and the involvement of society play a major role in the innovation process and its endorsement by all. In this context, the Arts serve as catalysts in an efficient conversion of Science and Technology knowledge into novel products, services, and processes.

The constant appropriation of new technologies by artists allows them to go further in actively participating in society. By using ICT as their medium of expression, artists are able to prototype solutions, create new products and make new economic, social and business models. Additionally, by using traditional mediums of expression and considering the potentials of ICT, they propose new approaches to research and education.

The European Commission recognised this by launching the [Starts](#) [2] programme: Innovation at the nexus of Science, Technology and the Arts (Starts) to foster the emergence of joint arts and research communities. It supported the [ICT Art Connect study](#) [3] which led the way to the StARTS initiative by revealing new evidence for the integration of the Arts as an essential and fruitful component within research and innovation in ICT.

A [Call for a Coordination and support action](#) [4] (CSA) has been launched to boost synergies between artists, creative people and technologists under Horizon 2020 Work Programme 2016/17.

You can find out more on [events](#) [5] that are taking place throughout Europe. Follow StARTS on [Facebook](#) [6] or via #StartsEU.

## Tags:

[ict](#) [7]

[art](#) [8]

[artist](#) [9]

[Audiovisual and Media Policy](#) [10]

[media](#) [11]

Last updated on 16/11/2015 - 14:25

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## Links

[1] [https://ec.europa.eu/digital-agenda/sites/digital-agenda/files/ict\\_art.jpg](https://ec.europa.eu/digital-agenda/sites/digital-agenda/files/ict_art.jpg)

[2] <http://www.ictartconnect.eu/>

[3] <https://ec.europa.eu/digital-agenda/en/news/innovation-about-starts-when-ict-and-art-connect>

[4] <http://ec.europa.eu/research/participants/portal4/desktop/en/opportunities/h2020/topics/5092-ict-36-2016.html>

[5] <http://www.ictartconnect.eu/events>

[6] <https://www.facebook.com/ICTArtConnect>

[7] <https://ec.europa.eu/digital-agenda/en/tags/ict>

[8] <https://ec.europa.eu/digital-agenda/en/tags/art>

[9] <https://ec.europa.eu/digital-agenda/en/tags/artist>

[10] <https://ec.europa.eu/digital-agenda/en/tags/audiovisual-and-media-policy>

[11] <https://ec.europa.eu/digital-agenda/en/tags/media>