Digital Single Market
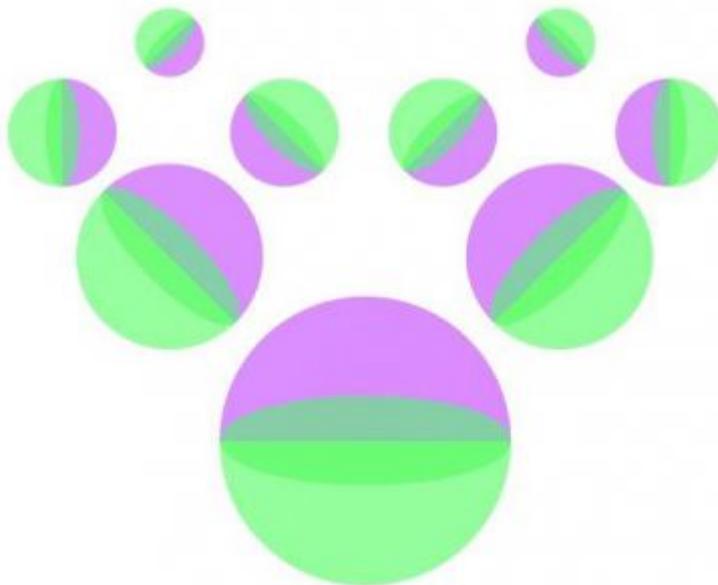
ICT and Art - the STARTS initiative

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The (S+T)*ARTS = STARTS initiative merges Science, Technology, and the ARTS. It attempts to remove the boundaries between art and engineering to stimulate creativity and innovation.

_[1]

Europe strongly relies on innovation to compete globally and to make human activities more sustainable, and our society more inclusive. Funding and collaboration of art and technology can stimulate innovation across different programmes.

Arts are increasingly gaining prominence as a catalyst for an efficient conversion of Science &

Technology knowledge into novel products, services, and processes. More and more high tech companies embrace the Arts to boost their innovation capacity. The STARTS initiative could contribute decisively to competitiveness, sustainability and social inclusion.

The main goal of the STARTS initiative is the inclusion of artists in innovation projects funded byt the research programme [Horizon 2020](#) [2]. To encourage collaboration of research projects and artists, STARTS funds [STARTS residencies](#) [3] of artists in technology institutions and of scientists and technologists in studio of artists.

As part of the STARTS initiative, there's a committment to make visible successful collaborations of art and technology via the [STARTS prize](#) [4]. The prize will give visibility to the most forward-looking collaborations between ICT and the Arts that have contributed to the creation of new product or services, but also to a new way of thinking about the relation between art and technology.

In the upcoming [Work Programme 2018-2020](#) [5] from Horizon 2020, STARTS will fund STARTS light house pilots that will involve artists directly in addressing industrial and societal challenges.

More information

- Discover ongoing STARTS projects [Vertigo](#) [6] and [Wearsustain](#) [7].
- Watch [videos of STARTS projects](#) [8].
- Read more about [STARTS and related events](#) [9].
- Follow STARTS on [Facebook](#) [10] or via [#StartsEU](#) [11] on Twitter.

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