



breakfast seminar

CREATIVE INNOVATION – how artistic competence can boost your organisation

NK and Victoria Alarik explains!



May 27 2011

7.30–9.00 PM
Dialog starts 8.00

Location: TILLT
Packhusplatsen 2, Gothenburg

[Find your way here](#)

RSVP by May 23 to
ingela@tillt.se

Creative Innovation is a result-oriented method for creative Product and Service Development, by which an artist is spending one day a week at a workplace during four and a half months. The purpose of the artist's presence is to offer support and new perspectives in the creative development processes and to strengthen the innovation capacity in relation to existing and future challenges.

Meet two individuals who have engaged in one such project: Dancer/Choreographer Victoria Alarik, and Marcus Anderhell, Department Manager at RNB Retail and Brands who is the major player at NK Gothenburg and Stockholm. Ingela Clarholm, TILLT Project Manager, conducts the dialog and a breakfast will be served.

Held within the framework of the first European Creativity and Innovation Day!