

#10354

## (B)eau



### ABOUT

water/liquid container. The b(eau) design concept was inspired by the branch of an olive tree and the philosophy behind it.

#10348

## Flip Flop



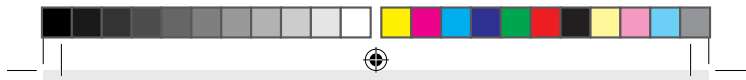
### ABOUT


reversible stool + tray with rubber fastener - a functional light and mobile stool/tray for any occasion. Inspired both from traditional craftsmanship ingenuity and modernity simplicity- inner beauty point of view.


### CONTACT

widiyanto@yahoo.com






**Lab Member**



#244  
**Widiyanto Utomo**  
INDONESIA

#10354

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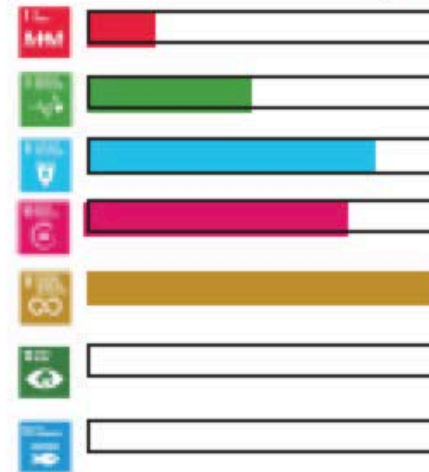


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### CONTACT

widiyanto@yahoo.com

## SDG SCORE CARD





ADDICT  
LAB

Thank you.  
And a Happy  
New Year.

Gaine technique B06  
CVSE



Jan Van Mol

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**WWW.ADDICTLAB.COM**

**WWW.YOUROWNLAB.COM**



*Laboratoires d'idées depuis 1997*

# ADDICT LAB

**WORKSHOPS**  
*ateliers adultes/  
enfants/entreprises*

**BRAINSTORMING**  
*ateliers idées*

**COLLECTIVE INTELLIGENCE**  
*intelligence collective*

**NETWORKING**  
*communauté et réseaux*

**EXHIBITIONS & INSPIRATION**  
*expositions & inspiration*



**ONLINE COMMUNITY**  
*communauté créative*

Over 5000 people from different countries, cultures and disciplines.

*Plus que 5000 'membres' de différents pays, cultures, disciplines*



**LAB RESEARCH**  
*recherche en 'laboratoires'*

Urban Green Lab  
Tourist Lab  
Corporate Transformation  
Science Education Lab  
Chocolate Lab  
....

et votre propre lab:  
YourOwnLab



**PUBLICATIONS**  
*publications*

Over 35 books or magazines on thematic research

*Pour inspirer, promouvoir les talents et montrer les résultats des brainstorming*



**EXHIBITIONS**  
*expos*

Inspirational exhibits in temporary places

*Expos dans des espaces temporaires (Milan, Bruxelles, Berlin, Genève, Johannesburg)*



**PROTOTYPING / MAKER**  
*esprit 'Maker'*

Tools and machines to make ideas tangible

*Outils & machines (3D,...) pour rendre les idées tangibles*



**CONSULTANCY**  
*services pour entreprises*

holistic vision on branding transforming businesses

*vision 'holistic' sur une marque et transformation d'entreprises*

communication/branding/  
marketing/design/innovation/  
outils brainstorming  
out of the box thinking

Have ideas? Need ideas? register on  
**WWW.ADDICTLAB.COM**

 Application iOS Yale  
**www.yourownlab.com**



# NEW MAGAZINE CONCEPT



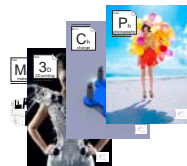
## AD!DICT MAG

**New Modular Magazine concept :**  
pick & pay sections based on the Addict-  
lab disciplines table. Create your own  
inspiration magazine by selecting the  
chapters.

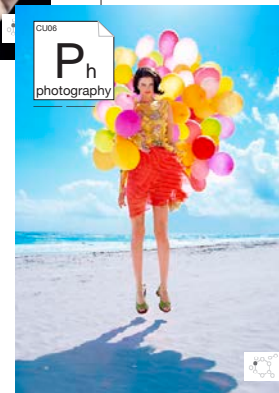
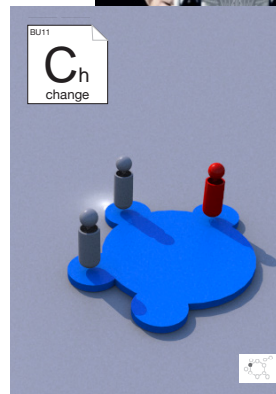
**each chapter contains**  
people, work, labs (research),  
link with partner networks  
(Creative Ring, Impact Hub, ...)

AD!DICT  
MAG

=



EXAMPLES CHAPTERS:  
Change Management  
Maker  
Photography  
3D  
fashion



## **ADDICTLAB**

*laboratoires d'idées*

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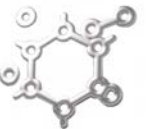
communauté créative  
publications/site/  
database d'idées  
douches d'inspiration  
ateliers adultes/enfants  
accélération de talent

## **YOUROWNLAB**

*services pour entreprises*

---

communication/branding/  
marketing/design/innovation/  
outils brainstorming  
out of the box thinking





# ADDENDA



# Lab.



Lab



Issues



Community



Rewards



# Timeline of a lab



## Lab briefing



## Community

Set up  
Profiling



## rewards



## Research

Sessions  
Online platform  
Tools



## Output

Publication  
Exhibit  
Ideadatabase  
Inspiration showers

## Next Steps

“Idea25”  
Prototyping



Accelerating talent

Publishing

Inspiring

creating

Consulting

# LAB RESULTS



Notifications <sup>2</sup>

Labs

Users

Profile

Hubs

Disciplines



## LAB Details



Lab



Issues <sup>12</sup>



Community <sup>33</sup>



Rewards <sup>2</sup>



## TOURISTLAB.ORG



Data: 2014-11-04

Lab Members: 33

By: Jan Van Mol

Lab: 9

You are Lab Owner

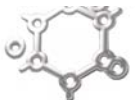
Research on innovation in the Tourist and Travel industry. Addictlab R&D project. Generic research, but with a growing agenda and number of partners. Next: face to face session at the NetFutures event in Brussels in collaboration with the Creative Ring.

Add Issue

## Instagram for Adv and Events

ISSUE #9\_12  
2015-03-25

Use Eventstagram to connect people and images about experiences they are living while traveling and enjoying events! #photoinstagram #visualsocial #visualexperience



★ 2004

003

由 30165 和 30166 的

**Olke Rundo** 2408  
 Johannesburg, South Africa  
 olkerundo@pola.co.za

[illegible]

personal invitation

*Teaching the TEMi way*



**Congress**  
April 15-17, 2016  
Leiden, The Netherlands



TEACHING ENQUIRY  
with MYSTERIES INCORPORATED



*Teach  
science  
with  
mysteries.*

P. McOwan – professor and magician



TEMi will make use of mysteries in order to stimulate critical and creative thinking, revealing the process behind the solutions to scientific problems, helping to develop enquiry skills and stimulating reasoning, inferring and speculation.



Teaching Enquiry with Mysteries Incorporated: a project centred on IBSE professional development workshops for in-service and pre-service science teachers. (Pg7 518)  
[teachingmysteries.eu](http://teachingmysteries.eu)

FP7/Science-Industry2015-1 Grant Agreement N. 1011603



Co-funded by  
the European Union  
under the Horizon 2020  
programme



# products



## CYANOTYPE KIT



### WHAT

*Painting with light / Peindre avec la lumière*

1. Dissoudre les cristaux rouges (15 gr de hexacyanoferrate de potassium) dans 100 ml d'eau et la poudre verte (25 gr de citrate d'ammonium ferrique) dans 100 ml d'eau.
  2. En lumière atténuée, les solutions individuelles sont mélangées l'un à l'autre.
  3. Toujours en lumière atténuée, enduire un support (papier, carton, tissu en coton...) avec ce mélange.
  4. Sécher totalement le support en lumière atténuée.
  5. Disposer sur le support les objets choisis pour la composition.
  6. Exposer la composition à la lumière intense de soleil (5-15 minutes).
  5. Les zones très opaques de la composition ne sont pas affectées par exposition, tandis que les zones très transparentes se colorent en bleu de plus en plus intense.
  6. Rincer abondamment à l'eau courant en lumière atténuée. Laisser sécher.
- Les sels distribués ne sont pas dangereux tant qu'ils ne sont pas mélangés avec des acides. A ne pas manger. Enfants: demande à un adulte de t'aider.**

### LINKED TO LAB(S):

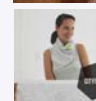
#39//Science-Education Lab

### LABMEMBER:

**Cristina Olivotto**  
cristina@sterrenlab.com



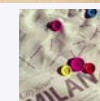
## CITY WEAR SCARF



Fashionable.



Functional.



Customisable.

### WHAT

*Wearable city maps*

Fashionable satin foulard to wander around in Geneva. When cold weather and walking in your favorite city, you can wear it as a scarf or foulard. When lost: check the map.

Customise your personal scarf by sewing your favorite city's hot spots, your house, your school, your morning run. We welcome your pictures!

material: satin  
size: 68x68cm

### LINKED TO LAB(S):

#9/Tourist Lab

#77/City Lab

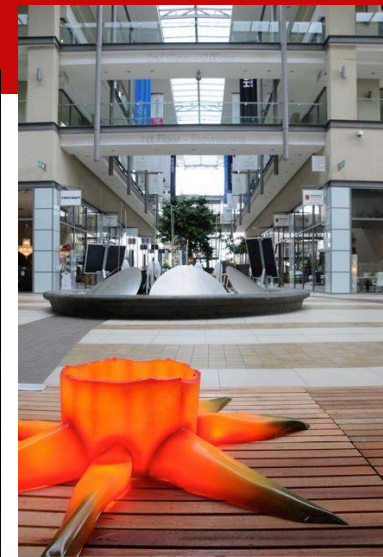
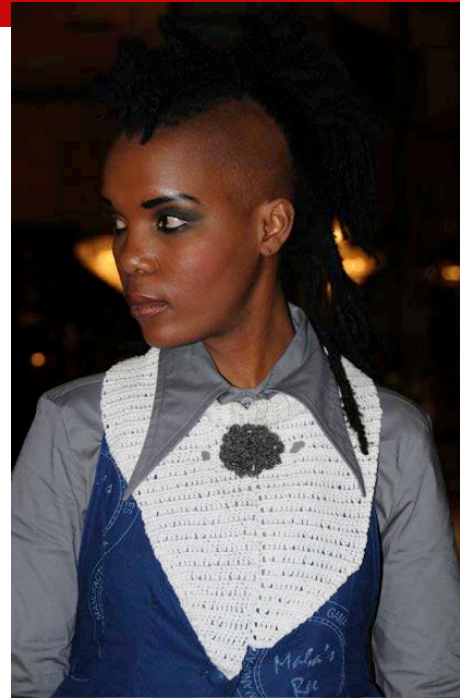
### LABMEMBER:

**Jan Van Mol**  
jan@addictlab.com



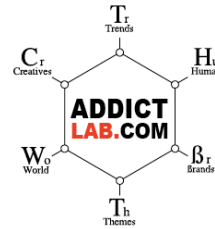


# Open Lab 2.0



INVITATION: MARCH 20/18H





*temporary addictlab.com space | exhibitions | workshops | innovation*

# openlab/3.0

*Design Quarter | Johannesburg*

- Temporary space
- Discovering new talent
- Inspiring a large audience
- Allowing the industry to tap into creative resources and set up brainstorming sessions & workshops.



## MODULE BRIEFING TEMPLATE

Overview of content per module (work in progress)

### Tips & Tricks

#### COMMUNITY

The magazine is above all a community magazine. It should therefore show the community: profile pics are a must.

##### IT'S ABOUT REAL PEOPLE

ideally, these are people who have registered - and have a valid Lab Member profile.

##### IT'S ABOUT THEIR WORK - PORTFOLIO

showcasing their work.  
> template, or interview, or other means.

##### IT'S ABOUT THEIR LOCATION

We want to show people in 'their' creative hubs. This will allow local hubs to be present throughout the magazine, and create a physical link & proof of the community.

#### KNOWLEDGE CENTER

The Modulazine (...) should show our competence and knowledge about the topic at hand.  
Also content should focus on the ENTIRE creative process. We need to be the first, to show the early stages of the process. Once commercialised and sold, it is of less importance for us. Sketches of an idea are as (or more) important than the final packshot or product.

##### LAB PROJECTS

showcase research projects - the labs, the agenda of the labs.

##### recurrent content

Divide content in ISSUES, similar as the app, to be able to bring the lab in series for recurrent lab content)

##### INSPIRATION SECTION

content from around the world

##### EVENTS

Show the community in events

##### LAB MANAGER

Bring/show Lab manager as important element in the lab project (interview; author, ...)

#### CREATIVE LAB WORTHY

**beyond print / multimedia**  
stories and content should evolve beyond print  
> invitation to digital newsletter that is more regular than magazine

##### CREATIVE PROCESS

We want to show the whole creative process. Hence starting from scratch, initial ideas, showing prototypes.  
Showing limited editions, AND showing finalised products, services, events

#### PARTNER HUBS

pay attention to partner activities

#### LINK TO PHYSICAL LOCATIONS

Where possible link to physical hubs, locations.  
> Focus on own physical events as promotion, showcase, lab project

# AD!DICT MAG

New Modular Magazine  
concept

#### COLLABORATION PRACTICES

##### COLLABS

Showing / tell story of interdisciplinary collaboration

##### CROSS OVERS WITH OTHER LABS

Showing interdisciplinary collaboration

##### MIND THE GEEKNESS

We want people from the Module, yet also people from other modules. They will be highly creative, yet might not be experts.

We need to watch out to not be too in-crowd.

> Multi-layered concept.

#### OWN MARKETING TOOL

Evaluate content as being interesting & inspirational, yet also serves as marketing for the labs, people, partners and overall brand

#### INNOVATIVE BRANDS & ADV APPROACH

**include innovative and intelligent ways to include brands.**  
See customised projects and other best practices before





# LAB APPLICATION FORM

Fill in this form before

yourownlab

collective intelligence software



title

subtitle

brand/organisation

company  
department  
contact

you

name  
email  
tel

code  
date

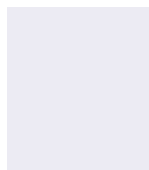
## description & briefing

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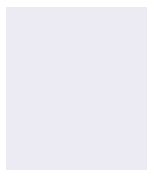
EDIT

SAVE DRAFT

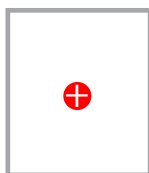
## upload briefing docs



asdasdas asd asd



asdasdas asd asd



UPLOAD

## lab definition

- ☐ corporate lab
- ☐ city lab
- ☐ regional lab
- ☐ generic research lab
- ☐ social change lab
- ☐ family lab
- ☐ association lab
- ☐ event lab
- ☐ local lab
- ☐ other

## competences needed

fashion - design - social media -  
marketing - architecture  
(check table)

EDIT

## lab linked to hub

- ☐ fabra i coats, Barcelona
- ☐ Trento, Italy
- ☐ The Egg, Brussels
- ☐ no hub, Addictlab cloud

X

EDIT

## >> duration of the lab

- ☐ 1 day
- ☐ 1 week
- ☐ month
- ☐ 3 months
- ☐ year

## >> size of the lab

(nr of lab members)

- ☐ 1 - 19
- ☐ 20 - 49
- ☐ 50 - 99
- ☐ 100 - 199
- ☐ 200 - 499
- ☐ 500 & more

## budget

- ☐ Creative Ring Reduction
- ☐

## lab manager

- ☐ via Yourownlab
- ☐ trained lab manager

SEND