

New SME & Artist Collaboration Guide launched by Better Factory project to transform European manufacturing

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El proyecto Better Factory, un proyecto financiado por la Unión Europea, ha lanzado una nueva guía descargable: "Creativity Meets Industry: A Practical Guide to Transformative Partnerships." Como culminación de los últimos cuatro años de este proyecto, esta es la guía definitiva para transformar los desafíos industriales gracias a colaboraciones impulsadas por el arte, diseñada especialmente para pymes, artistas, proveedores de tecnología e intermediarios.

- La guía "Creativity Meets Industry: A Practical Guide to Transformative Partnerships" está basada en las experiencias e insights obtenidos del proyecto Better Factory.

El proyecto Better Factory ha reunido a 48 pymes, artistas y proveedores de tecnología en toda Europa para colaborar en 16 experimentos colaborativos. Juntos exploraron cómo la creatividad artística puede integrarse en los procesos industriales para fomentar la innovación y desarrollar nuevos productos y modelos de negocio.

- Esta guía sirve como un recurso práctico para pymes y artistas que desean replicar el

proyecto Better Factory. Durante los últimos cuatro años, el proyecto ha reunido a 48 pymes, artistas y proveedores de tecnología en toda Europa para colaborar en 16 experimentos colaborativos. Juntos exploraron cómo la creatividad artística puede integrarse en los procesos industriales para fomentar la innovación y desarrollar nuevos productos y modelos de negocio.

- Este 'Guía de Colaboración Creativa e Industrial' está basada en las experiencias e insights obtenidos del proyecto Better Factory. Durante los últimos cuatro años, el proyecto ha reunido a 48 pymes, artistas y proveedores de tecnología en toda Europa para colaborar en 16 experimentos colaborativos. Juntos exploraron cómo la creatividad artística puede integrarse en los procesos industriales para fomentar la innovación y desarrollar nuevos productos y modelos de negocio.



Work by Artist Gareth Neal and SME The New Raw - Photo by James Champion

[Better Factory](#), an EU-funded project, is pleased to announce the release of its new downloadable guide: "Creativity Meets Industry: A Practical Guide to Transformative Partnerships." As a culmination of the last four years of this project, this is the ultimate guide to transforming industrial challenges thanks to art-driven collaborations, designed especially for manufacturing SMEs, artists, technology providers and intermediaries.

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The "Creativity Meets Industry" guide is built on the experiences and insights gained from the Better Factory project. Over four years, the project brought together 48 SMEs, artists, and technology providers across Europe to collaborate on 16 collaborative experiments. Together they explored how artistic creativity can be integrated into industrial processes to foster innovation and develop new products and business models.

This guide serves as a practical resource for SMEs and artists who wish to replicate the

successful collaborations facilitated by Better Factory. It offers step-by-step guidance on how to form and manage these partnerships, with a focus on solving industrial challenges in innovative ways.

Download the guide "Creativity Meets Industry: A Practical Guide to Transformative Partnerships"

The guide provides structured advice on several key areas, including:

- Framing industrial challenges: Instructions on identifying and defining challenges within the industry.
- Matchmaking: Guidance on connecting with artistic partners who can contribute to solving these challenges.
- Team formation: Strategies for building effective, interdisciplinary teams that include technical, artistic, and business mentors.
- Iteration cycles: A methodology for art-driven experimentation that supports iterative development.
- Business modelling and innovation: Tips for developing sustainable business models and exploring new market opportunities.

Download the guide

The Better Factory project was funded by the European Union to help manufacturing SMEs become more competitive through innovation. By facilitating collaborations between SMEs, artists, and technology providers, Better Factory has developed new approaches to product <https://bit.ly/BetterFactorytoolkit> development and industrial processes. The project tested 35 experiment results, producing 12 digital tools and an IoT platform. These outcomes demonstrate the potential of art-driven innovation in the industrial sector, and the guide aims to share these learnings with a broader audience.

Download the guide

To learn more about how art-driven collaboration can help address industrial challenges, download "Creativity Meets Industry: A Practical Guide to Transformative Partnerships".

Download the guide:

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*Image caption: Artist Gareth Neal and SME The New Raw used thrice-recycled plastic and a new 3D-printing method to print in loops rather than layers. Photo by James Champion.

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