



**"INNOVATION DEVELOPMENT:
DESIGN THINKING AND IDEA DEVELOPMENT"**

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SAREH GHANDCHI

SS 2021

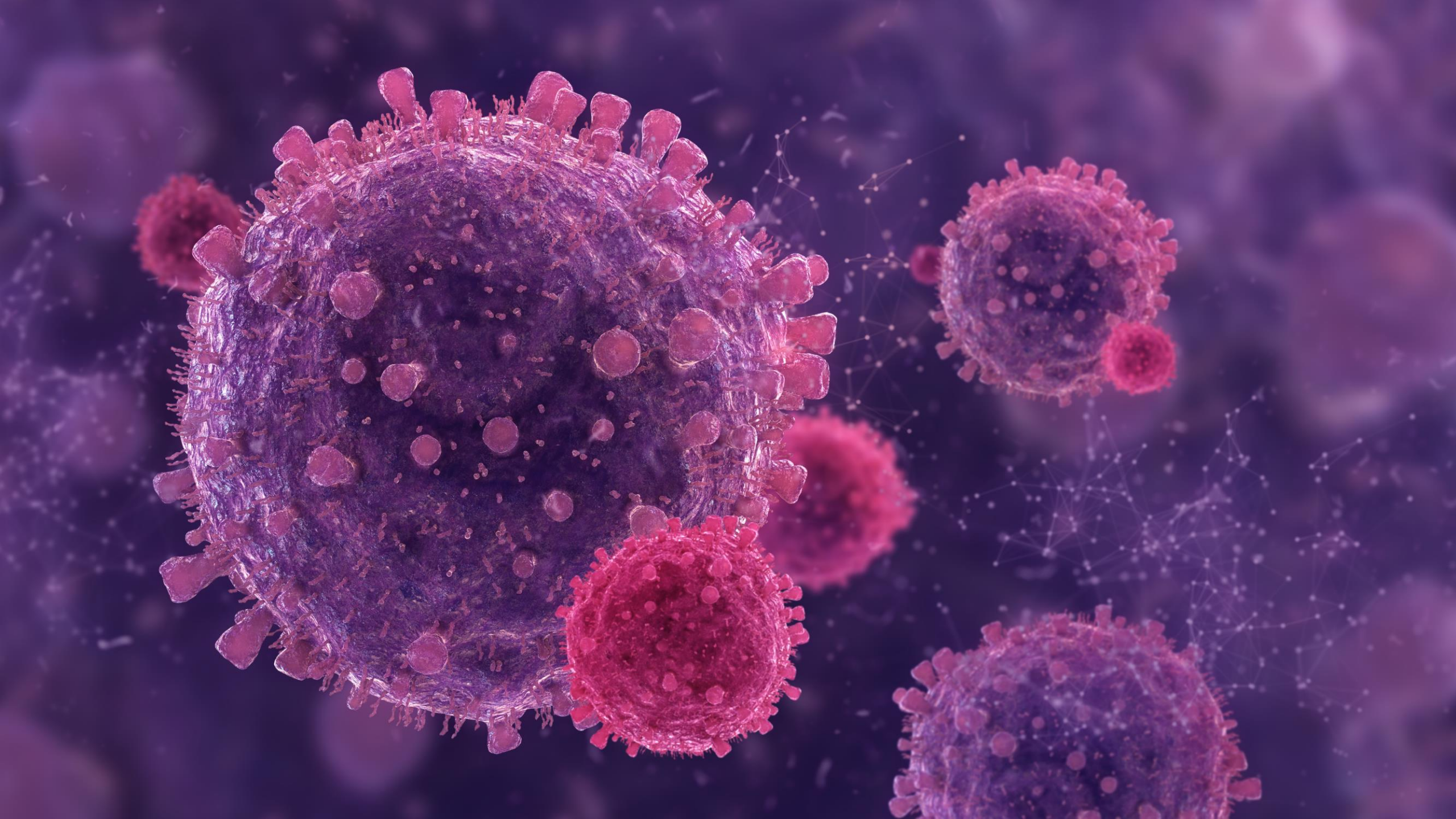


**A BRIEF RESEARCH
ABOUT:**

- 
- **HOW COVID-19 EFFECTS THE CULTURAL AND CREATIVE INDUSTRIES GLOBALLY?**
 - **HOW DESIGN THINKING CAN BE HELPFUL IN POST COVID-19?**

**What is the first image which comes into your mind
hearing this word:**

" COVID-19" ?



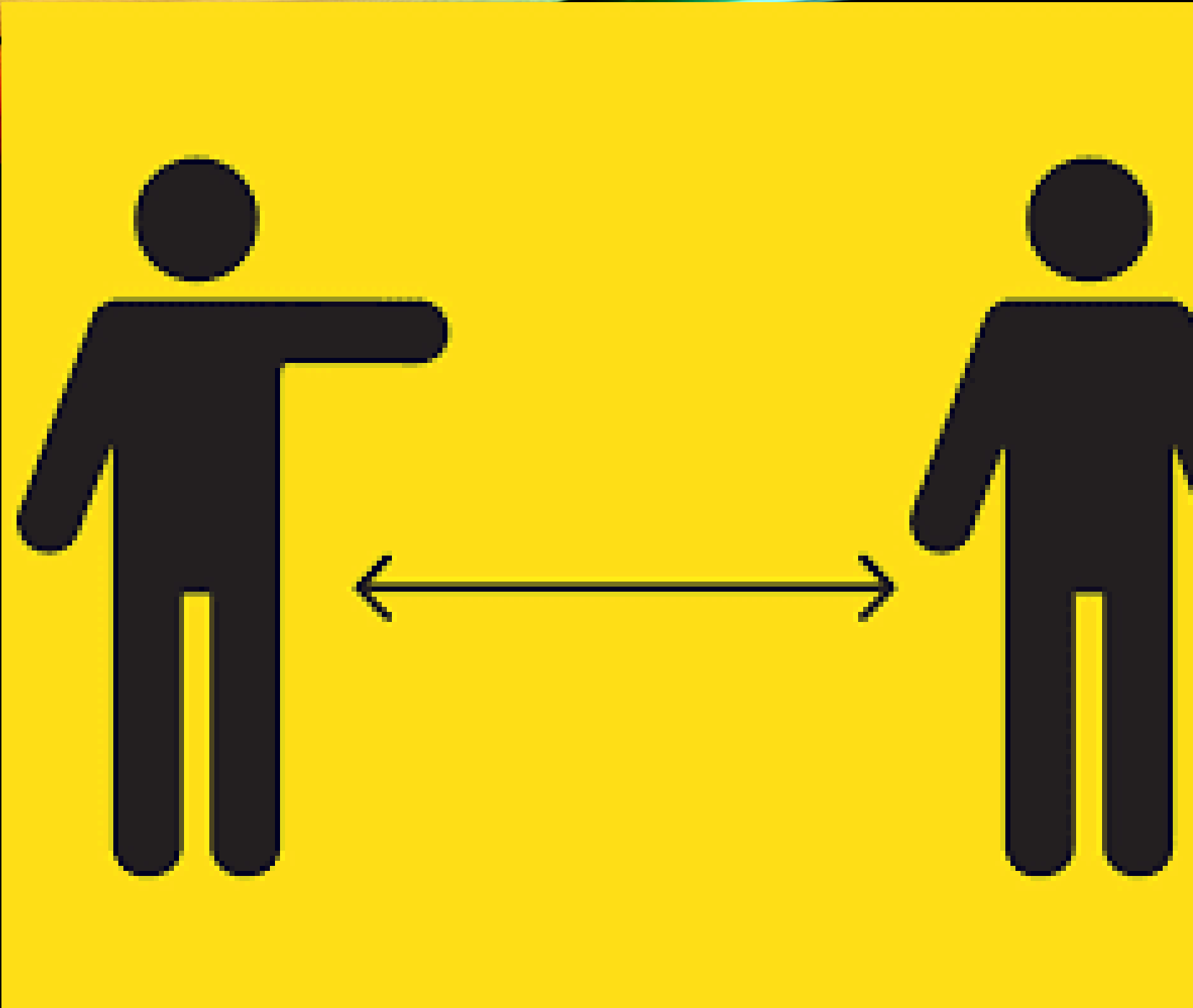






COVID-19

- 
- Originated in December 2019, Wuhan, Hubei Province, **China**.
 - **WHO** has declared Covid-19 pandemic as a global health emergency.
 - It affected society and global economy plus global environment.



Among them





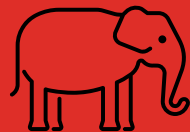
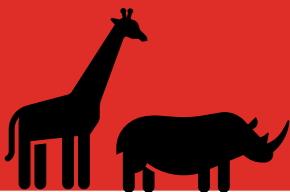
Bars



Theatres



Fairs



Gatherings



- The Cultural creative sectors (CCS) were already characterized as **fragile organizational structures**.
- **Project base** working structures
- **Freelancers**

PRE-COVID 19



CULTURE FOR CRISIS CRISIS FOR CULTURE

- **Culture has helped us out of the crisis. Now we have to help culture and support the diversity to which culture owes its strength**

– *UNESCO chief Audrey Azoulay*

By Covid 19



Larg part of the CCI hit by Covid-19 pandemic in all world.

Especially the venue- and visitor-based sub-sectors such as the performing arts and heritage were most severely hit

Artists are mostly freelancers and temporary workers

major economic consequences for parts of the CCIs. The extent to which they will be affected differs in the sub-markets of the CCIs, but also in the different parts of the value chain, such as artists and creative people, producers and distribution companies responsible for the commercialisation of products (e.g. retail trade or performance venues). At the same time, we estimate the amount of turnover losses that may result from the crisis and elaborate on the fields of employment that are existentially affected. Figure 1 provides an overview of severely affected industries and occupational groups.

Figure 1: Industries/occupations within the CCIs severely affected



Source: Prognos AG

3.1 Impact on the Sectors of the Cultural and Creative Industries



10

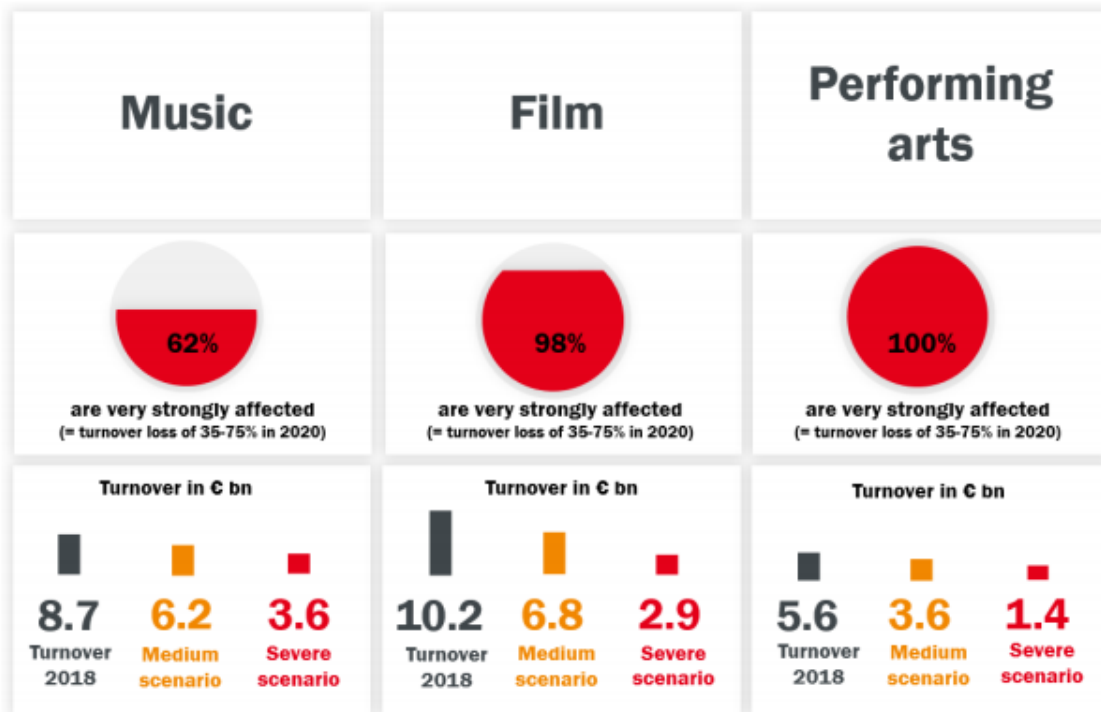


11



Figure 2: Overview of the film, book and performing arts sub-markets

Interpretation guide: In the music industry, 62 % of the solo self-employed, freelancers or companies are very strongly affected by turnover losses. The remaining share is affected moderately or mildly



Source: Prognos AG

In the **music industry**, it is expected that a large part of the annual turnover of self-employed persons or companies will be lost. This estimation is based on the nationwide cancellation of events

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UNESCO STATISTIC







 **Heritage culture
is also
in crisis**

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**89% of
countries have
World Heritage
site closures**

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A world without culture is a world without a future



Watch later



The global film industry has already recorded a US\$7 billion loss in revenue

MORE VIDEOS

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▶ 🔊 0:14 / 1:13

⚙️ YouTube 📺

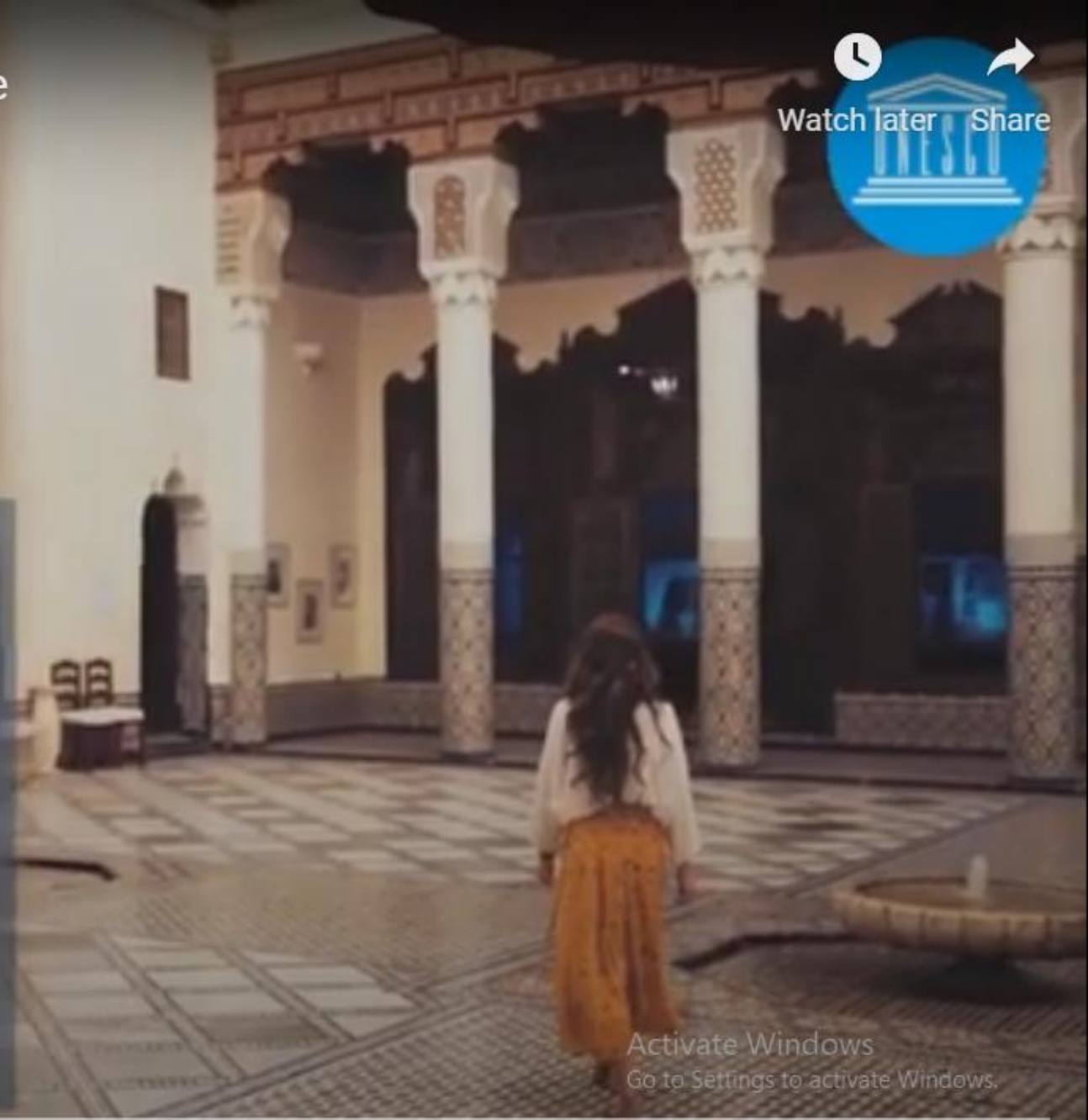


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75 million jobs in the tourism sector are under threat

MORE VIDEOS



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Watch later



Share



**We need culture
and culture
needs us**

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1:00 / 1:13



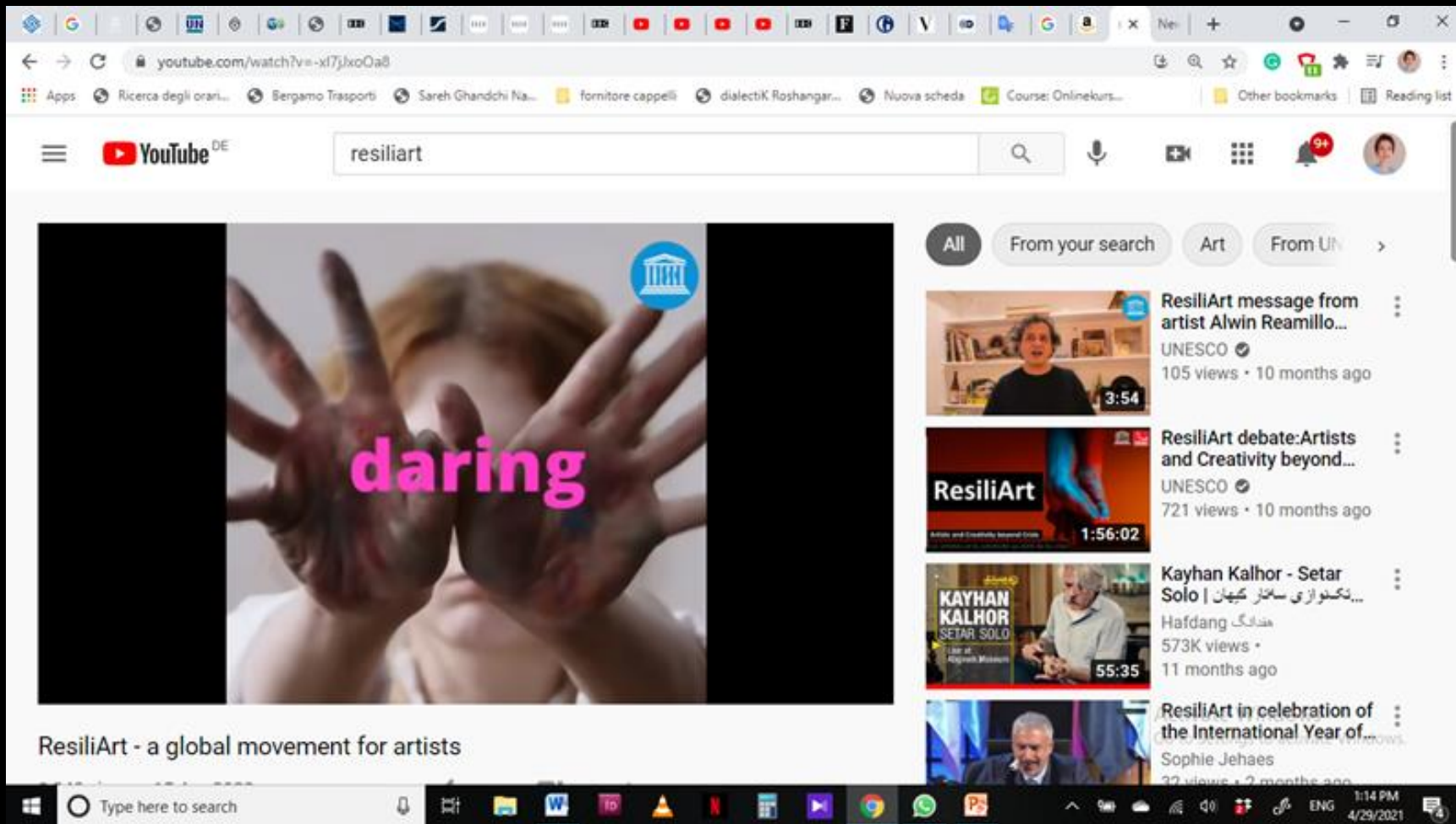
YouTube





**CREATIVE CONTENT IN
LOCAL LANGUAGES**

RESILIART MOVEMENT(UNESCO)



The screenshot shows a web browser window with a search for 'resiliart' on YouTube. The main video player displays a person's hands with the word 'daring' in pink text. Below the video is the title 'ResiliArt - a global movement for artists'. To the right, a list of search results is visible, including videos from UNESCO and Kayhan Kalhor.

YouTube DE

resiliart

ResiliArt - a global movement for artists

- ResiliArt message from artist Alwin Reamillo... UNESCO 105 views • 10 months ago 3:54
- ResiliArt debate:Artists and Creativity beyond... UNESCO 721 views • 10 months ago 1:56:02
- Kayhan Kalhor - Setar Solo | هنڀانگ هڄانگ... Hafdang 573K views • 11 months ago 55:35
- ResiliArt in celebration of the International Year of... Sophie Jehaes 32 views • 2 months ago



Fighting an invisible enemy

#DONTGOVIRAL

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=SA9VWFC7HOQ](https://www.youtube.com/watch?v=SA9VWFC7HOQ)

oViral: "Corona Virus Alert" by Bobi Wine and Nubian Li



The coronavirus is sweeping over mankind

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Go to Setting

ere to search

W F Id N Chrome Ps

INSPIRE

**Innovation
Inspiration Radar**
What is it that
excites you?

EXPLORE

I have a hunch.
What is the problem that
has to be solved?

IDEATE

This could work.
What is the solution to the
problem?

VALIDATE

Does it really work?
Is there a problem/solution
fit?

INCUBATE

It does work!
Build and test minimum viable
product and prepare go-to-
market.

SCALE

Let it fly!
Define operating
model and hand-
over to SAP.

MASTER PLAN

I am going to tackle:

Inspire

Serendipity

Explore

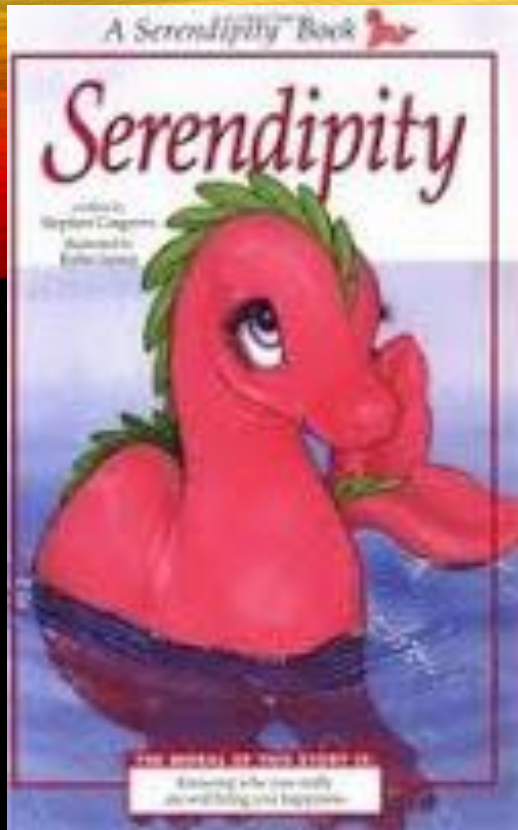
Artist

PAULANER

INSPIRATION

SERENDIPITY





Serendipity Island
CCS Lounge, Berlin



Unknown
Island



Pink dinosaur



Happiness



Dance



Music

TARGET GROUP

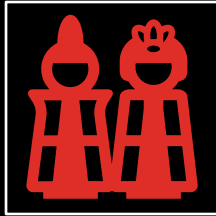
- CCS(art therapists, film makers, fashion designers, performers...)
- Normal people(ease and release)
- Sponsors(supporting the events, supporting artists for networking)
- Art therapist

IDEA TION



MY NAME IS ARTIST...

FABIAN LESKE, HH



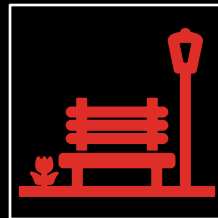
Tailer costume designer, puppet builder, sewing machine dumptier.



Closing his shop after 18 years' work, end of 2020 .



Wlist>Financing in a revolutionary changing tax laws adapted to the need of artist.



Wlist> opening a Garden style space for gathering CCS together, indoor outdoor. relaxing.



PETRA ABEL. BR



Working with silk and wool



Tourist guide



Temporary shops and markets



Try to start with Internet shop



Wish list>gathering Specialists& handcraft artists, cinema makers, helping the taskforces, artworks delivery service, arranging meetings and collecting ideas(brain stotming), training services

CRISTINA, BR. ALASKA

Writing poetry and song texts (Singer/Naked Lunch, Avantgarde Rock 80's Berlin) Fashion Jewellery. Alaska (fashion made for stage and street)

Age district, over 60, curious to go, new fields, life expenses (freelancer)

It is not easy to survive with art

You work for a long period and the result comes later.(security, life expenses) (in corona period we think more about needs than passions!)

Wish list> performance in public transportation, workshops in outdoor with kids and aged ones

SERENDIPITY ISLAND

CCS LOUNGE
LOCATED IN BERLIN



establish an interactive space to support artists and designers



the occurrence and development of events by chance in a happy or beneficial way.



Entertaining events



organizing different exhibitions, helping them to networking, find sponsors, and selling their art works in the art gallery of serendipity Island....

RESOURCES

- ❖ <https://news.un.org/en/story/2020/12/1080572>
- ❖ <https://unesdoc.unesco.org/ark:/48223/pf0000374631/PDF/374631eng.pdf.multi>
- ❖ https://kreativ-bund.de/wp-content/uploads/2020/05/Short_paper_Impact_Report_COVID_191.pdf
- ❖ [https://www.europarl.europa.eu/RegData/etudes/STUD/2021/652242/IPOL_STU\(2021\)652242_EN.pdf](https://www.europarl.europa.eu/RegData/etudes/STUD/2021/652242/IPOL_STU(2021)652242_EN.pdf)
- ❖ <https://covid19.elsevierpure.com/de/publications/covid-19-outbreak-migration-effects-on-society-global-environment>
- ❖ Vulnerability and resilience, WRR reflections on the long-term consequences of the COVID-19 crisis
- ❖ Fractal analysis and the relationship between efficiency of capital market indices and COVID-19 in Iran/ Mehrzad Alijani /Results in Physics

VIDEOS

- <https://youtu.be/ye1wT7gtdeU>
- <https://www.youtube.com/watch?v=NjVzVjY1M8k>
- <https://youtu.be/PbSIsDRiuTw1>
- <https://youtu.be/-xl7jJxoOa8>



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Cultural professionals' livelihoods are in danger

THANKS

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