

ΜΙΑ ΕΝΑΛΛΑΚΤΙΚΗ **ΠΡΟΤΑΣΗ**
ΓΙΑ ΤΟ ΣΧΕΔΙΑΣΜΟ ΤΗΣ **ΠΡΩΤΟΠΟΡΙΑΣ**
ΕΝΤΟΣ ΤΗΣ ΕΚΠΑΙΔΕΥΤΙΚΗΣ ΚΟΙΝΟΤΗΤΑΣ
ΤΟΥ **ΤΕΙ ΑΘΗΝΑΣ**"

ΕΛΕΝΗ ΓΚΛΙΝΟΥ

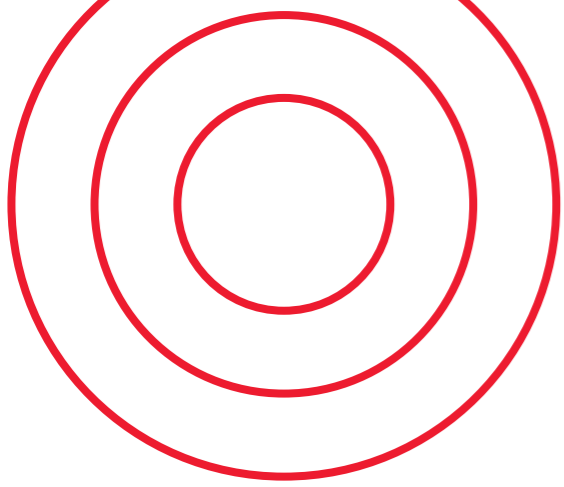
Ημερίδα ΤΕΙ Αθήνας :

"Από την ιδέα στην εφαρμογή - το φυτώριο ιδεών ανθίζει"

“The roots of **good design** lie in aesthetics: painting, drawing and architecture, while those of **business** and **market** research in demographics and statistics: aesthetics and business are traditionally **incompatible disciplines**”

Paul Rand

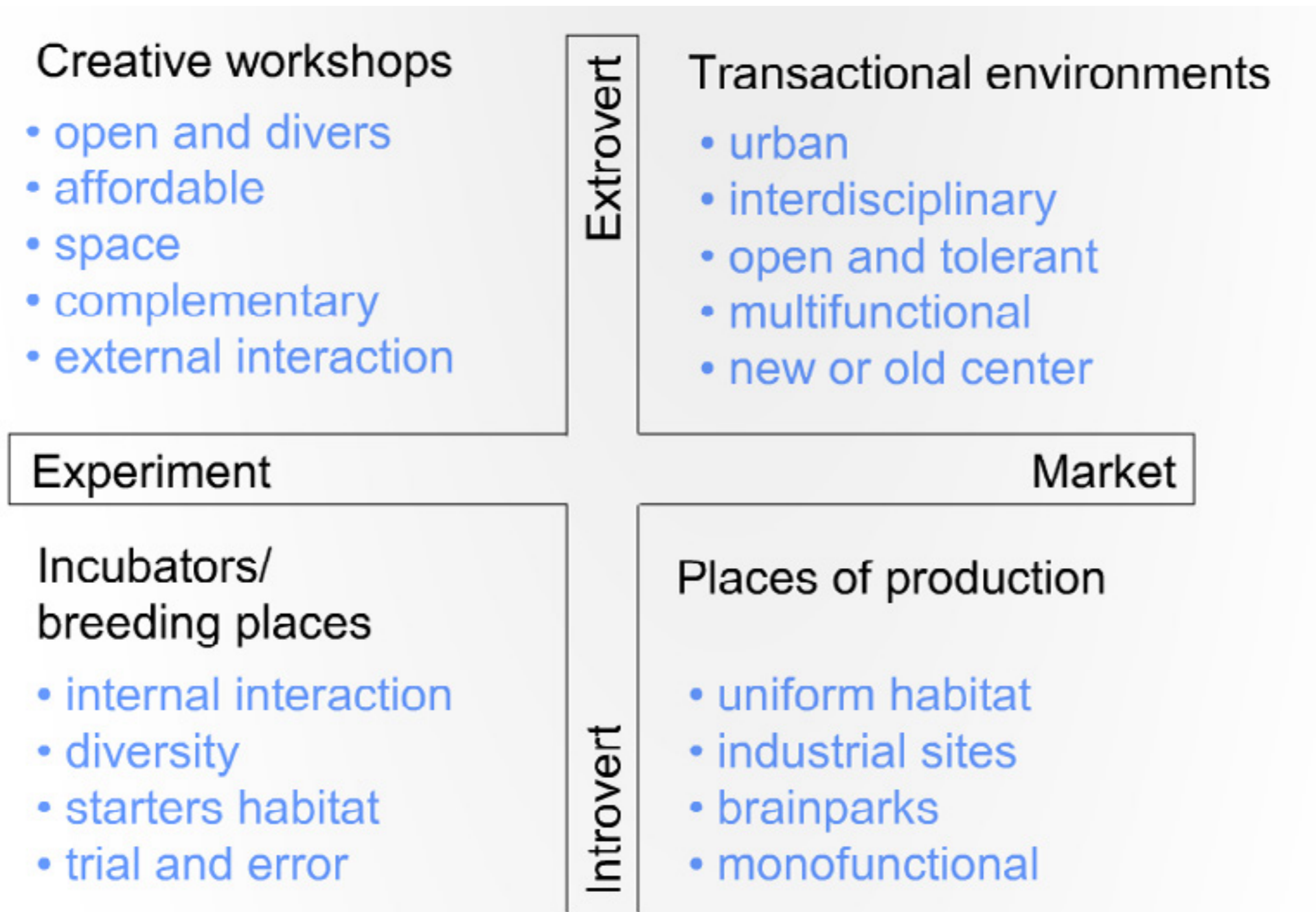




Discussion

- What types of participation positively influence the dynamics of interactions, social relations, attitudes and behaviours –both at the personal and institutional levels?
- What are the necessary conditions for enabling truly meaningful/transformational participation?
- How to create such conditions and participatory processes?

ENVIRONMENTAL INNOVATION



Creative Business Environments (Saris & Modder, 2005)

TEI PRESENT COMMUNICATION FIELD

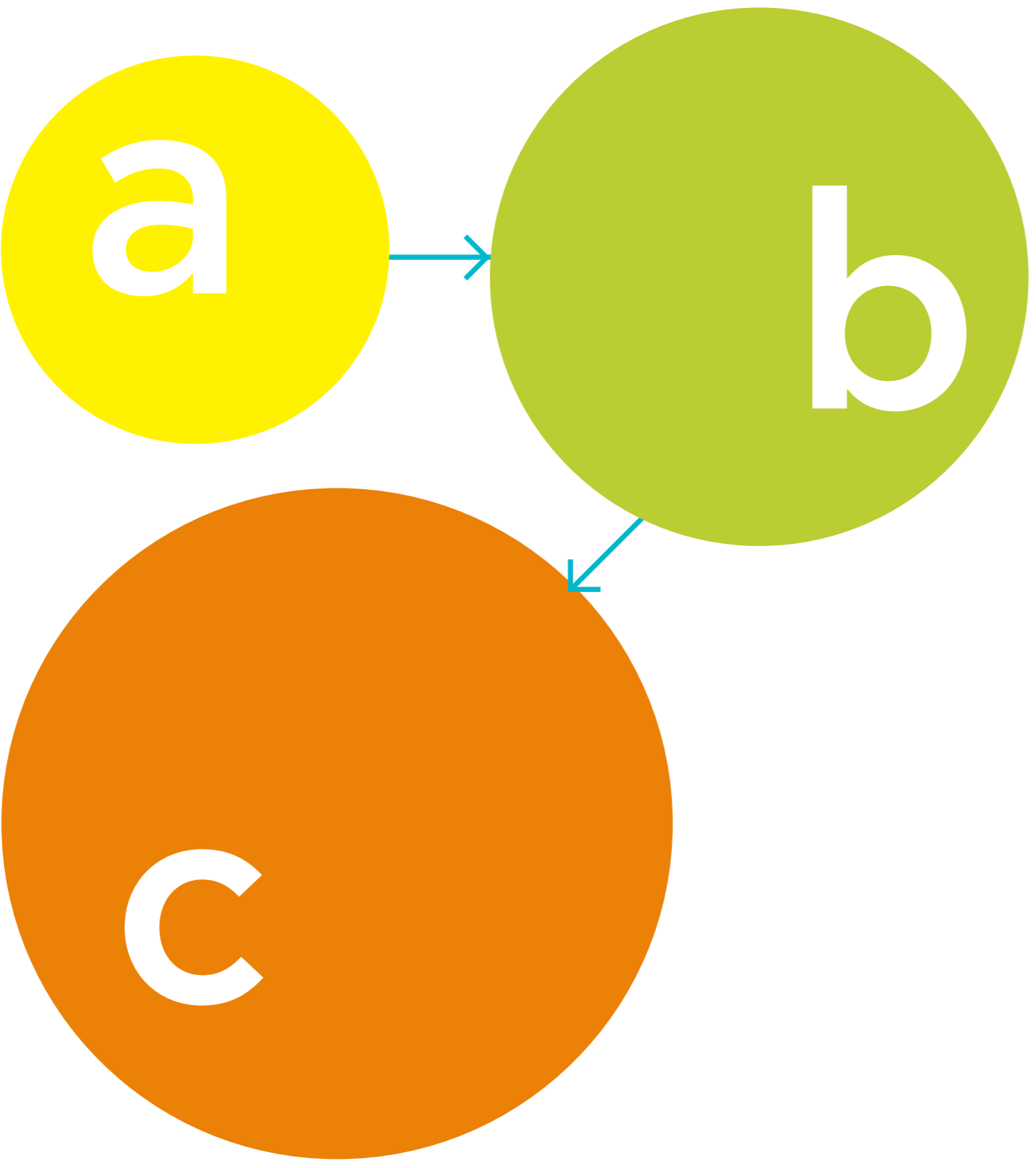


TEI of Athens

**ONE WAY
COMMUNICATION**



MULTILAYERED COMMUNICATION





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TEI - Multilayered Communication

- Projects between different departments
- Department to department communication
- Library of skills
- Library of proposed projects
- General directions - focusing after processing
- IT use: [Stormboard.com](https://stormboard.com)//padlet.com

**INNOVATION
& CREATIVITY**





Educational Identity based in an interdisciplinary creative platform:

- Originality of research ideas, freedom of expression
- Trusting risk, trusting mistakes, emerged possibilities, autonomous, growth, responsibility

Offering services:

- Research, content and concepts
- Opening up with local Creative Hubs
- Experimenting with targeted IT services for tailor-made needs

**INNOVATION
& CREATIVITY**





Research Labs in TEI

- Supporting projects that were successful at phase A
- Developing innovative research subjects
- Involving the alumni community
- Involving companies depending on the research subject
- Involving the public sector

**INNOVATION
& CREATIVITY**



Target educational – community – business - model

- Processes for Creative industries: dialogue in between TEI, universities, local authorities, business, the community, artists, designers and entrepreneurs in all possible areas.
- Incubators generation
- Sharing experiences with international creative industries environment

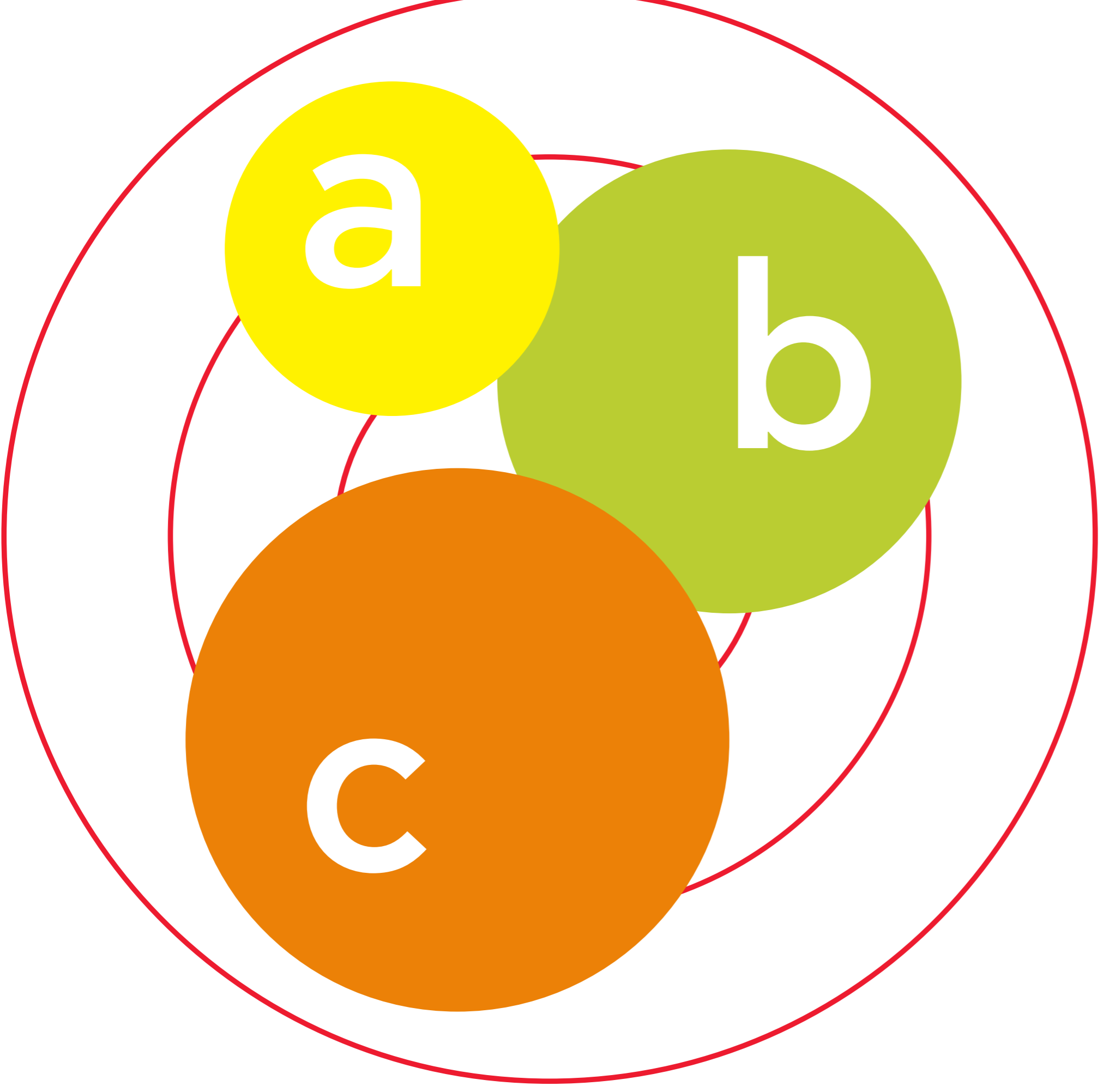
What to offer:

- Innovative contents and practices: sharing experience and knowledge
- Use of cutting edge applications and ICT services

**INNOVATION
& CREATIVITY**



MULTILAYERED COMMUNICATION





TEI - Public Sector - Community - Market

- Designing programmes to accelerate growth
- Environment offering disseminating opportunities
- Involving other research labs
- Involving public community programmes
- Creating new jobs opportunities

**INNOVATION
& CREATIVITY**

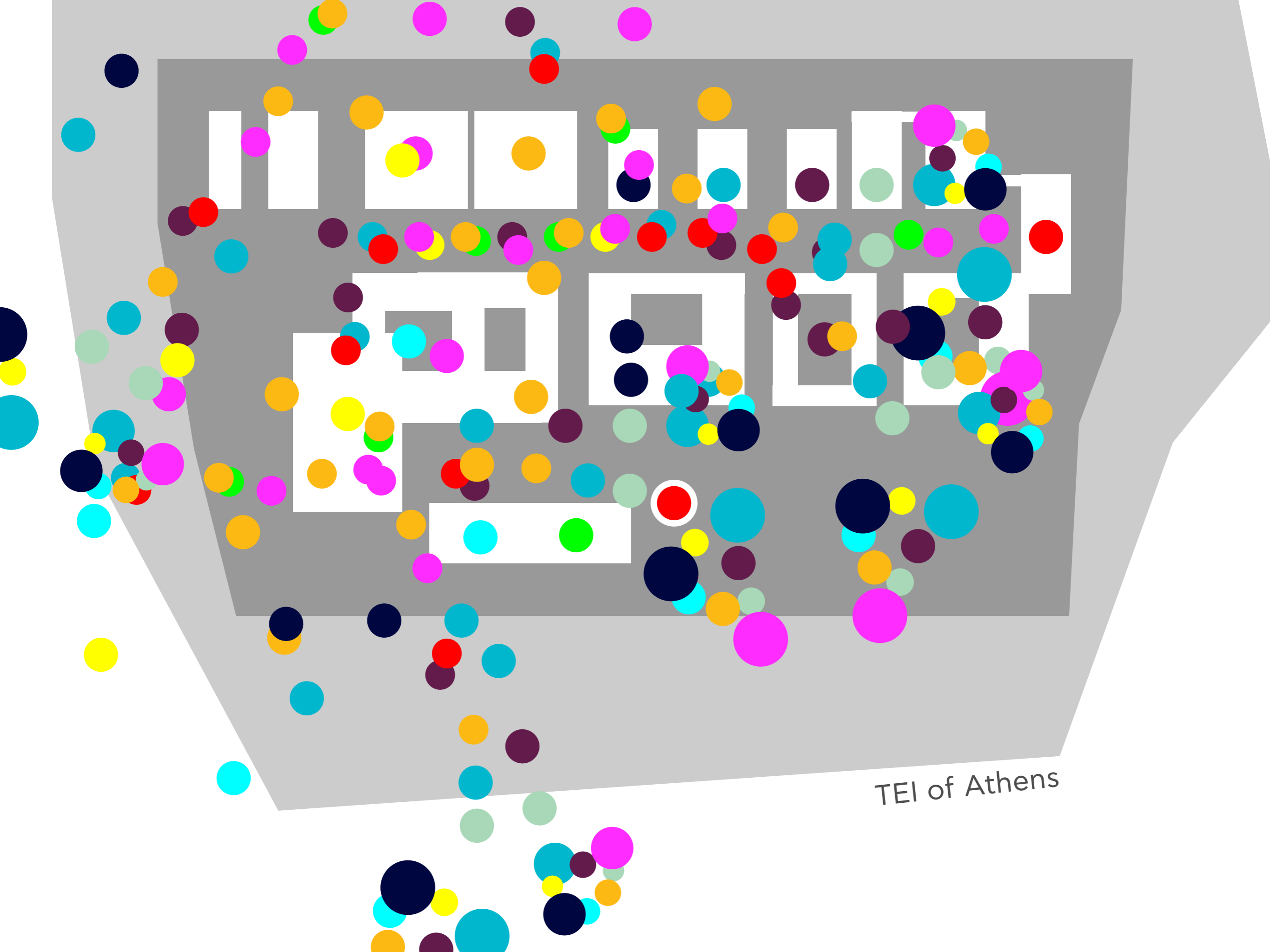




Business identities within environments of diversity and creativity

- Empowerment of their branding
- Exchange of ideas with creative industry and hubs enriched with different contents due to the new research methodology
- Developing new marketing strategy due to cutting edge sharing IT applications
- Constant and steady stream of benefits

**INNOVATION
& CREATIVITY**



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ΕΥΧΑΡΙΣΤΩ!

ΕΛΕΝΗ ΓΚΛΙΝΟΥ