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New Materials
for the Creative Industry
REPORT ON WORKSHOP

Edited by

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Vocabulary

CSA	Coordination and Support Action
DG RTD	Directorate - General for Research
EC	European Commission
ETP	European Technology Platform
EU	European Union
FP7	7 th Framework Programme for Research and Technological Development
NMP	Nanosciences, Nanotechnologies, Materials and new Production Technologies
WP	Work Programme

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Executive Summary

Seventy percent of all technical innovations have been estimated to be directly or indirectly linked to innovative materials ¹. *Materials* are particularly key for the industrial (and commercial) success of the so-called creative industry, a collective name to define industries making business centered also on *immaterial* factors such as feelings, perception or entertainment.

Within this frame, the workshop "*New Materials for the Creative Industry*" has been organised in Brussels (June 23rd – 24th 2010) by the European Commission (DG Research - Industrial Technologies Directorate – Value-Added Materials Unit). The aim of the workshop was to gather ideas on how to progress on the successful design of materials with improved performance, to identify the main technological and not technological bottlenecks, to boost the progress of creative industries, e.g. those active in the fields of architecture, interior design, leisurewear, footwear etc. The workshop gathered 24 distinguished experts from many EU Member States, with different expertises (including materials science and technology, architecture, interior design): representatives of European associations and networks, universities and research centres, materials libraries, small enterprises and large industries, as well as participants from several EU bodies were attending. The workshop provided a learning opportunity and a fruitful exchange of ideas among a highly qualified interdisciplinary group of people.

The experts recommended the Commission to promote networks, connection and communication among material scientists, manufacturers and designers, to improve the dissemination of results and technologies already achieved from academies to large companies, to strongly support technology transfers actions and creative SMEs. Specific and multidisciplinary education programmes for creative materials scientists and innovation managers should be also envisaged.

The recently published FP7 – NMP call for research proposals ² already opens up the possibility of financing the *Networking of materials laboratories and innovation actors in various industrial sectors for product or process innovation*.

Coordination proposals are invited to network researchers and industrial entrepreneurs in order to stimulate the creation of a dynamic system that exploits the untapped potential of new materials to create new businesses, e.g. with novel or boosted alliances among material researchers, producers and the creative industries.

¹ <http://www.research-in-germany.de/dachportal/en/downloads/download-files/9554/high-tech-strategy-2006-112-pages-.pdf>

² http://ec.europa.eu/research/participants/portal/appmanager/participants/portal? nfpb=true& pageLabel=cooperation#heme_1183300425

1. Introduction

Creative Industries are regarded as one of the most promising fields of economic activity in highly developed economies, having a great potential to contribute to wealth and job creation: the sector contributed around 2.6% to the EU GDP in 2004 (with significantly higher growth than that of the 1999-2003 economy), with 5.8 million people working (=3.1% of the total employed population EU25)³. President Barroso confirmed that creativity is an important "new source of growth, jobs and sustainable development for the future" and therefore boosting the creative industries is "a key element of the Europe 2020 strategy"⁴ which replaces the Lisbon Agenda.

Creative industries are at the crossroad between culture, 'feelings', creativity and innovation. They offer a huge potential to contribute to the transformation of European society, responding to major social, demographical and environmental challenges and leading to a more sustainable and smarter economy within the EU 2020 strategy. Yet, the combined cultural and economic potential of these dynamic industries still remains largely underestimated and untapped. However, the ability to exploit new materials, while leading sustainable innovation, can open up huge possibilities for both designers and materials scientists across the creative industries. Can we connect these two communities better?

Within this frame, the Value-Added Materials Unit of the European Commission (DG Research, Directorate "Industrial Technologies") organised in Brussels (June 23rd – 24th 2010) the workshop "**New Materials for the Creative Industry**". The objective was to identify possible priorities in the field of *research in materials for the creative industry* with realistic potential for industrial development and to gather ideas on how to progress on the successful design of materials with improved performance. The aim was to pinpoint in which particular fields materials are the main bottleneck and whether there is a need for research able to boost progress in creative industries, *e.g. those active in the fields of architecture, interior design, ceramics, textiles, leisurewear, footwear* etc. Other bottlenecks and main obstacles to successful implementation were also addressed.

The workshop gathered 24 distinguished experts (16 men and 8 women from 9 different member states) from a variety of fields, including materials science and technology, architecture and interior design. Several representatives of European associations and networks, small enterprises and large industries, as well as participants from several EU bodies attended. The workshop provided a learning opportunity and a fruitful exchange of ideas among a highly qualified interdisciplinary group of people. Summary conclusions will be published on the Directorate G website and distributed to interested stakeholders⁵

³ http://www.unctad.org/en/docs/ditc20082cer_en.pdf

⁴ <http://ec.europa.eu/eu2020/pdf/COMPLET%20EN%20BARROSO%20%20%20007%20-%20Europe%202020%20-%20EN%20version.pdf>

⁵ http://ec.europa.eu/research/industrial_technologies/index_en.html

2. Methodology

The workshop agenda and attendance list are attached below (Annex I and II).

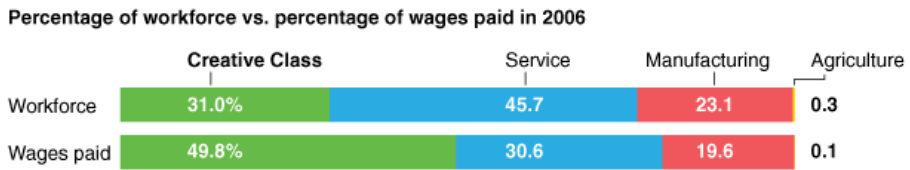
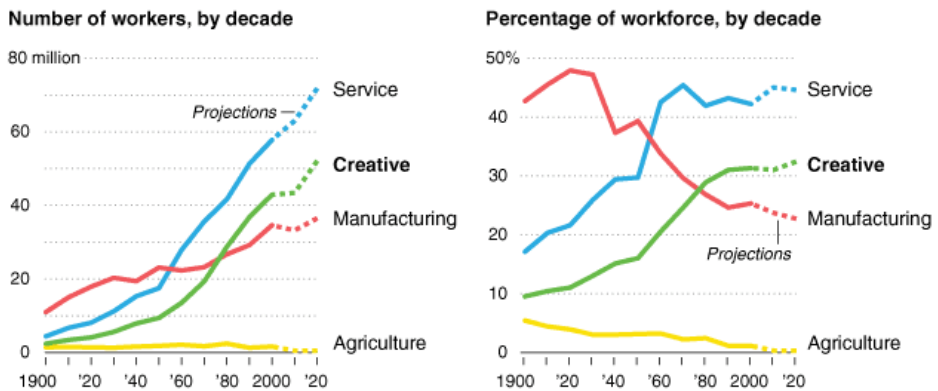
On the first afternoon, after some introductory talks, a tour de table allowed all participants to introduce themselves to the audience, describing their affiliations and expertise. Then, the main features of the current European actions on Creative Industries and Materials Research were presented by some EC representatives. As starting point, the group was asked to discuss about all the possible technological and non-technological bottlenecks in materials research that still limit the success of creative industries.

The following morning was dedicated to suggesting possible solutions and proposing recommendations about helpful initiatives at EU level. The participants joined a brainstorming activity with open discussion and debates to conclude with a general agreement on the main needs: this report therefore presents the exchange of ideas between participants and the suggested recommendations to the European Commission agreed by the audience. Participants agreed to appoint Wolfgang Faul as the official *rapporteur* of the workshop: a draft report of the workshop was circulated among all participants and this final report has been signed by all experts. To make it available to all interested parties, its publication on the Industrial Technology web site of the European Commission was agreed.

The workshop was closed with the final remarks of Renzo Tomellini (DG RTD – Head of Unit) who highlighted the importance of this exercise and the value of the outcome of the workshop for the ideas developed and the recommendations addressed by the experts to the European Commission.

3. Initiatives supported by the EU Framework Programmes

The Workshop was opened by Renzo Tomellini, Head of Value-Added Materials Unit, with an overview of the cultural and creative industries. Figures on the related market and labour size and the role of creative industries and SMEs in EU innovation were also shown⁶.



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The following session was dedicated to the presentation of EU running initiatives in the field of creative industries and materials research:

- Sylvain Pasqua (DG Education and Culture)⁷ debriefed the Group about the Green Paper on "Unlocking the potential of cultural and creative industries"⁸ and its multiple perspectives: from that of the business environment to the need to open up a common European space for culture, from capacity building to skills development and promotion of European creators on the world stage. The Green Paper is to be seen in the wider Europe 2020 Strategy⁴ aiming at further promoting a smart, sustainable and cohesive growth in Europe, and its flagship

⁶ <http://www.clusterobservatory.eu/upload/CreativeAndCulturalIndustries.pdf>

⁷ http://ec.europa.eu/culture/index_en.htm

⁸ http://ec.europa.eu/culture/our-policy-development/doc/GreenPaper_creative_industries_en.pdf

initiatives such as the Innovation Union⁹ and the Digital Agenda. A public consultation, ending September 2010, has been launched¹⁰.

- Tomasz Ostrowski (DG Enterprise and Industry)¹¹ reported about the workshop 'Towards a Pan-European initiative in support of innovative creative industries in Europe', organised by the European Commission and held in Amsterdam in February 2010. Around 70 innovation experts and representatives from the creative industries attended the event. The outcome was the adoption of 'The Amsterdam Declaration' which is a series of recommendations addressed to regional, national and European policy-makers. One of the most important aspects of the document is its support for a European Commission initiative to develop a European platform for the creative industries, the 'European Creative Industries Alliance' (ECIA) that would bring together policy-makers and stakeholders from all levels to devise better tools and policies for the sector¹².
- Renzo Tomellini (DG Research)¹³ closed the session with a presentation on the strategies developed by the "Value-Added Materials" Unit in the frame of the implementation of Nanosciences, Nanotechnologies, Materials and new Production Technologies (NMP) FP7 Theme¹⁴. New and improved materials represent an *invisible revolution* that can change products and processes to a great extent: they introduce new functionalities or improved properties, thus adding value to products/services. In particular, the engineered realization of *materials by design* has an enormous potential: not only new materials can be conceived at the same time with a new product, but also products and processes can be re-designed or re-conceived under a really sustainable systematic approach.

⁹ http://ec.europa.eu/research/innovation-union/pdf/innovation-union-communication_en.pdf#view=fit&pagemode=none

¹⁰ http://ec.europa.eu/culture/our-policy-development/doc2577_en.htm

¹¹ <http://ec.europa.eu/enterprise/policies/innovation/support>

¹² http://ec.europa.eu/enterprise/e_i/news/article_10043_en.htm

¹³ <http://ec.europa.eu/research/index.cfm?lg=en>

¹⁴ http://cordis.europa.eu/fp7/cooperation/nanotechnology_en.html

4. Discussion on identified needs

Although a precise definition of the “creative industry” is still missing, the sectors of design, architecture and marketing/communication can be very well used by materials industry to address the challenge of generating high added value products, with low cost and the lowest environmental impact. If the materials industry has already deep understanding and competences (technology push), the creative industry is stronger in interpreting the context of using the material and the users’ needs (market pull) but its contribution is still underestimated: a fruitful collaboration is therefore becoming more and more crucial for economic success and the workshop has the ambitious target to represent a first attempt to combine all the actors to enhance industrial cooperation in the field.

Two main success stories were described during the workshop, which could constitute an interesting reference for future actions:

- KARTELL succeeded in identifying new expressive capacities by focusing on the versatility of plastics, heightened by the ever-increasing bold-technological challenges. Their products are objects of desire which communicate the value of design, research and innovation. They bring together the design, the material, the technology, the concept, the style. The continuous evolution in the use of material and the experimenting of new technologies are fundamental aspects in the development of a product, leading to transparency, flexibility, resistance, softness, texturing, colours and shapes.
- IPOD has revolutionized the MP3 Player market since its initial release and has continued to do so in following releases: what is it about the iPod that has captured this market? First, it's important to note that Apple was not the first to market with an MP3 player or even first to market with a hard drive based one. Having said that, the iPod was designed by music lovers who actually listened to music, at APPLE designers are used to working closely with engineers, marketers and manufacturers: they do not only design end devices to receive and produce media content but contribute to innovation by researching the use of new materials and by developing new production processes. In addition, whilst competitors have concentrated on *squeezing manufacturing costs*, Apple has perfected the differentiation of its products through a sophisticated design strategy.

All participants actively contributed in an open and wide-ranging discussion, highlighting different needs for materials research, from their different points of view. Several issues were raised, such as:

✘ **Technological needs**

There is a need to use all possible materials and technologies to get trendy, functional, beautiful and cheap products. Combination of different materials could be successful to obtain tailor-made products: the dream is to have the key for combining the properties, taking into consideration both status (innovation belongs to five senses ...) and performance (collaboration between producers and users is of paramount importance). On the materials side, it is difficult to establish common tests for materials characterization and validation. On the other side, the process that leads to the product is also important and technology suppliers are critical, too. Designers often ask materials producers to provide several small batches of materials, but this is not an easy task to achieve for industry. Sustainability is also an important requirement, i.e. attention to the environmental context (low carbon, energy saving, recyclable, "green" ...).

Public funding in this sector should support mainly technology and process research, i.e. not research on new materials but the development of materials. To identify the chain of added value, several contributions are required, i.e. from materials researchers, producers and processors, designers and venture capitalists.

✘ **Education**

There is a strong need for investigators and designers with multi-disciplinary skills and with hands-on knowledge of materials. Unfortunately, there is a lack of materials knowledge in European education, starting from school, but also at the University level (are there any official courses of technology and/or use of materials?).

✘ **Design and Innovation**

The advantage of coupling product design with materials development is enormous. Designers are not always aware of the value of materials already on the market, and materials industries are often not aware of the added value of design. A strong inconsistency, as Europe is particularly competitive for sectors where design is essential to get to the market (very often, Europe shows creativity even without money!).

There is a need to speed up innovation and action in the sector of creative industries, but how can we help growing creativity? Clustering could be useful, as well as transferring the outcome of dedicated workshops into industries and embedding projects with innovation managers.

✘ **Communication and dissemination**

Designers and producers do not use the same language. To bring all actors together, it is necessary to build initiatives of common interests without remaining focused on the original differences. The great value of connections, antennas and communication activities should be reconsidered: e.g. how can we join designers? Academic institutions have large research backgrounds and are already open to architects and industries, but this is not always the case for industry. And how can we disseminate the results already achieved? Let's learn from the Materials Libraries (we already have materials, you can

come, buy and use, and we work as channels able to create collaborations between designers or SMEs without any internal technical knowledge): could they be good connecting points? To support libraries means to support dissemination and awareness, e.g. pushed by design centres.

✘ ***Industry and Intellectual Property Rights (IPRs)***

Most of the European creative industries are (very) small enterprises and there are big differences between SMEs (easier communication but few people) and large companies (more people but very careful with knowledge dissemination: "if we do not sell, we close"). Hence, different needs and ways to support large industries and small companies emerge. How to get big companies to work together with SMEs? There is the urgency for clarity in IPRs to allow innovation, leverage of credit and business opportunities, otherwise knowledge never leaves the academic campus or industries. There is also the need to respect rules and related costs (from toxicology down to insurance issues).

✘ ***Market***

The consumer's behaviour is changing and should be taken into consideration. Deep market knowledge is needed: e.g. how is a given material perceived in different cultures? See the successful example of car companies and of their vertical way of working: the added value of design always comes later in the timeframe.

✘ ***Process***

The process from trends and scenarios to new products and applications:

- explore with universities → transform with professionals → commercialize with innovators;
- trends → needs → solutions → visionary prototyping → new applications.

5. Actions and Recommendations to the European Commission agreed amongst the WS audience

1. Acknowledgment and appreciation of the accompanying measure in the NMP WP 2011 as a pilot experience and also of some topics to support research projects (e.g. in textiles): *Networking of materials laboratories and innovation actors in various industrial sectors for product and process innovation (NMP.2011.2.3-3)*: see Annex IV.
2. To support SMEs in developing novel pre-commercial prototypes, involving the broadest possible range of actors; developing new materials and/or addressing technology transfer for novel use of materials, where applicable.
3. To support a study on best-performing business models to bring "communities" together. It could include: (i) identifying e.g. at which steps of the value chain it makes more sense to integrate designers into materials production companies); (ii) studying the perception of materials in different cultures (EU and outside); (iii) exploring the appropriateness of an EU infrastructure for "open innovation".
4. To launch a coordination action to link materials libraries in the EU, in order to identify and spread best practices, pinpoint bottlenecks, propose actions etc.
5. To organize a dedicated event with workshops, an exhibition with hands-on opportunities and participation of all different actors into materials and immaterial business: materials producers, manufacturers, designers, ecologists, sociologists, bankers and so on. An award to the best case(s) could be granted (as a follow up, a summer school would be ideal): this proposal could be linked to an event organised for the next EU Presidency.

6. Conclusion

The discussion during the workshop was rich and open: all participants have expressed their appreciation for the fruitful exercise. The debate among partners resulted in agreed recommendations to the European Commission that could help to improve the effectiveness of funding mechanisms for the creative industries, to boost cooperation between SMEs and large companies, to address market needs in future NMP Work Programmes and to facilitate more successful knowledge-transfer from ongoing projects with realistic potential for EU industrial competitiveness.

The participants agree to make this report publicly available, e.g. in the NMP website http://ec.europa.eu/research/industrial_technologies/index_en.html

Annexes

Agenda of the Workshop *New Materials for the Creative Industry*

List of participants

List of experts approving the report of the Workshop

FP7 Call for proposals: WP NMP 2011 - Coordination Action

Annex I Agenda of the Workshop *New Materials for the Creative Industry* Brussels 23rd - 24th June 2010

Wednesday, 23rd June 2010

14:00 – 14:30 **Registration**

14:30 – 14:45 **Opening remarks**

Renzo Tomellini (Head of "Value Added Materials" Unit - European Commission, DG RTD)

14:45 – 15:15 **Introducing the experts: a *tour de table***

15:15 – 16:00 **European Commission running initiatives**

- The Green Paper "Unlocking the potential of cultural and creative industries" (DG Education and Culture)
- The Amsterdam Declaration calls for strengthening Creative Industries in Europe (DG Enterprise and Industry)
- Materials Research in the 7th European Framework Programme (DG Research)

16:00 – 16:15 **Coffee break**

16:30 – 17:15 **Bottlenecks in materials for the creative industry: a need for research?**

Inputs from participants

17:15 – 18:15 **Open discussion**

Thursday, 24th June 2010

8:30 – 9:15 **Discussion (continuation)**

9:15 – 10:15 **Possible future actions at FP7 and EU level**

Features of Research, Development and Innovation actions needed, communication, networking, IPRs, etc.

10:15 – 10:30 **Coffee break**

10:30 – 12:30 **Workshop Report Preparation**

12:30 – 13:00 **Closing remarks**

Annex II List of participants to the Workshop
New Materials for the Creative Industry
Brussels 23rd - 24th June 2010

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New Materials for the Creative Industry
 Brussels 23rd - 24th June 2010**

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Bosman	Ilko
Cambra	Vicente
Carpanzano	Emanuele
Costa	Braz
Costi	Micol
Faul	Wolfgang
Genovesi	Emilio
Hokken	Niek
Laughlin	Zoe
Lüling	Claudia
Walter	Lutz
Marek	Jan
Morlidge	John
Mussi	Milena
Sanz Solana	Vicente
Sauer	Christiane
Scalia	Mauro
Schneider	Melina
Schneider	Ralph
Stillings	Christopher
Ternaux	Elodie
Valade-Amland	Steinar

Annex IV FP7 Call for proposals: WP NMP 2011 - Coordination Action (published July 20th 2010)²

NMP.2011.2.3-3 Networking of materials laboratories and innovation actors in various industrial sectors for product or process innovation

Technical content/scope: Europe must create an innovation society where knowledge is utilised rapidly for societal benefit and development. This requires a systematic transformation from fragmented and closed approaches to networked, flexible and open approaches. National and regional academic and research institutions, industries (including SMEs) are key actors in such a dynamic and continuous transformation. Europe has already made great strides in building science parks, incubators, research networks and educational exchanges in materials science and engineering. However, such systems of laboratories, universities, research institutes are not always sufficient for the aggressive, rapid and effective innovation Europe needs to cope successfully with the challenges of the globalised markets. New alliances are needed to mobilise and bring together all the right actors and to broker collaboration between materials research and industrial entrepreneurs. Coordination proposals are invited to network researchers and industrial entrepreneurs in order to stimulate the creation of a dynamic system that exploits the untapped potential of new materials to create new businesses, e.g. with novel or boosted alliances between material researchers and "creative industries" (such as e.g. architecture, interior design, textiles). These innovation networks should bring together researchers with the other actors in the determination of the added value, via a series of actions aiming at constituting teams of innovators, able to close the loop from the laboratories to a product, or a novel industrial process. Actors competent in other aspects that can play a critical role in boosting competitiveness and accelerate success, such as: metrology, standardisation, socio-economic, health or environmental impact, regulation etc., can also be addressed. IPR issues relevant to the use of the advanced materials considered should be duly dealt with, so as to streamline and facilitate the process of technology transfer.

Funding Scheme: Coordination and Support Actions (coordination actions).

Expected impact: (i) Improved coordination in research and innovation, overcoming the "European paradox", and/or (ii) Boosted dynamism of research, technological development and innovation in the field(s), and/or (iii) Better structuring of the European Research Area with a stronger innovation and entrepreneurial character.

European Commission

New Materials for the Creative Industry – *Report on Workshop*

2010 — 16 pp. — 17,6 x 25,0 cm

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Seventy percent of all technical innovations have been estimated to be directly or indirectly linked to innovative materials. Materials are particularly key for the industrial (and commercial) success of the so-called creative industry, a collective name to define industries making business centered also on immaterial factors such as feelings, perception or entertainment.

Within this frame, the European Commission (DG Research - Industrial Technologies Directorate – Materials Unit) organised the workshop “New Materials for the Creative Industry” in Brussels (June 23rd – 24th 2010). The aim was to gather and exchange ideas on how to progress on the successful design of materials with improved performance, to identify the main technological and not technological bottlenecks, to boost the progress of creative industries, e.g. those active in the fields of architecture, interior design, leisurewear, footwear etc. The workshop gathered 24 distinguished experts from many EU Member States, with different expertises (including materials science and technology, architecture, interior design): representatives of European associations and networks, universities and research centres, materials libraries, small enterprises and large industries, as well as participants from several EU bodies were attending. The workshop provided a learning opportunity and a fruitful exchange of ideas among a highly-qualified interdisciplinary group of people.

