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IMPR BABLE

An Art Thinking Workshop

ART THINKING CONFERENCE

A conference to create the Improbable with certainty

First Edition - May 16-19

THANKS TO

We would like to kindly thank our partners - Marion Laporte, Director of the Ecole Pro Centre Pompidou, Marylène Ricci, Head of 104 Factory and Marion Papillon, Deputy Director General for Paris Galleries Weekend. We are grateful for your support and help in planning the Art Thinking Conference.

Thank you also for the support of EY, RCI Bank & Services and ESCP Europe in the organization of this first Art Thinking Conference



WHY DO WE NEED TO BECOME EXPERTS IN THE CREATION OF THE IMPROBABLE?

In this 21st century, we need to become expert in the creation of the improbable for three reasons:

- To avoid obsolescence, companies need to develop new improbable business models.
- To compete with machines, humans need to be good at creating the improbable.
- To solve the ecological crisis, we need to design improbable solutions to shift our paradigm.

ART THINKING: A METHOD TO CREATE THE IMPROBABLE WITH CERTAINTY

Art Thinking is a method to create the Improbable with certainty. Creating the improbable – an unpredictable and implausible situation – makes it possible to go beyond the current reality and challenge mainstream values and taken-for-granted assumptions.

THE ART THINKING CONFERENCE: A MOMENT TO DISCOVER, LEARN AND EXPERIENCE

During that week, workshops, conferences and events will enable experts as well as curious to discover, learn and/or practice Art Thinking.

MAY 16 from 6:30pm to 8:30pm - MASTERCLASS / ECOLE PRO CENTRE POMPIDOU

Pr. Sylvain Bureau, Director of the Jean-Baptiste Say Institute of ESCP Europe, **Marion Laporte**, Director of the Ecole Pro of Centre Pompidou and **Pierre Tectin** introduce the Art Thinking method and the Improbable workshop in the Espace 3-8 (floor 4). After the presentation, you will be able to access the exhibition of an Improbable workshop in the Salon du Musée (floor 5).

MAY 17 from 09:00 am to 5:00 pm - ART THINKING R&D / 104

09:00 to 09:30 am: Welcome coffee

09:30 to 10:15 am: Art Thinking Collective: Why & How? – **Pr. Sylvain Bureau & Pierre Tectin**

10:15 to 11:00 am: Art Thinking & Artists: Motivations/questions – **Pierre Tectin, Christophe Bruno & Noriko Yamaguchi**

11:00 to 11:15 am: Break

11:15 to 11:45 am: The CCAA Project (Collection of Contemporary Amateur Art) – **Emile Kirsch & Sylvain Bureau**

12:00 to 12:30 am : 104 visit – **Hilary Baitelli**

12:30 to 01:30 pm: Lunch

01:30 to 02:15 pm: How values and principles drive actions in art & entrepreneurship? **Jack Fuchs, Margaux Derhy & Yuji Machida**

02:15 to 02:45pm: How to diffuse Art Thinking workshops? **Naoko Okumoto & Sayaka Iida**

02:45 to 03:15pm: How to implement Art Thinking within Universities? **Johanna Bluemink,**

Mia Kempaalaa & Yuji Machida

03:15 to 03:30 pm: Break

03:30 to 04:00 pm: Main challenges to become an Art Thinking instructor? **Jun Suto, Laure Helfgott & Martin Born**

04:00 to 04:30pm: Art Thinking & Design Thinking: Similarities & differences? **Alexandre Poisson, Saniya Al Saadi, Mariko Nishimura & Petra Ellen Hansen**

04:30 to 05:30 pm: Art Thinking Graduation Ceremony & Closing – **Sylvain Bureau & Pierre Tectin**

MAY 18 from 04:00 to 6:00 pm - VISIT 1 / PARIS GALLERY WEEK-END

You experience a unique visit to 5 Art Galleries with a double perspective – art & entrepreneurship – thanks to the presentation of **Anaïs Montevicchi** and **Sylvain Bureau**

MAY 18 from 07:30 to late - COCKTAIL / UNESCO

You enjoy a cocktail with the Art Thinking Collective in a unique location in Paris: the UNESCO





Saniya AL SAASI

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Saniya is an experienced designer, at the border between design and business, with a strong interest in arts. As a freelancer, she helps big companies, intrapreneurs and entrepreneurs to design delightful experiences for their users. Saniya also designed improbable and unwearable shoes for Bensimon, which were exhibited in galleries in Paris and Seoul. She teaches UX and service design in business schools and in schools for applied arts.

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Johanna BLUEMINK

Johanna Bluemink is an acting Strategy Director and team leader of the Strategy and Science Policy unit at the University of Oulu. She is also coordinating the Tellus Innovation Arena platform, that aims to build networks and collaborations across organisational borders with all open minded explorers from inside and outside of the university. Prior, she established Business Kitchen, a joint entrepreneurship hub between University of Oulu and Oulu University of Applied Sciences. With an open and enthusiastic mindset, she believes that by designing borderly crossing spaces it is possible to orchestrate conditions for creating new.



Martin BORN

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Martin Born is a curator and designer in Helsinki, Finland. Martin's is a full-stack practice in which he studies the conceptual condition and conditions of design and their physical interpretation in parameters of a post-industrial design production. His work is mainly focused in the political meaning of technical and physical spaces as the media of individual and communal thought. Besides his work as a furniture, spatial and concept designer, Martin curates the HIAP Design Residency in cooperation with British Council, Design and is the founder of Helsinki Design Library.

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Christophe BRUNO

Christophe Bruno divides his time between his artistic activity, curating, teaching (Ecole Supérieure d'Art d'Avignon), and research, lectures and publications (P.A.M.A.L Laboratory). His polymorphic work (Internet pieces, installations, hacks, performances, conceptual pieces, drawing, sculpture...) has a critical take on network phenomena and globalization in the field of language and images. His work has been shown internationally in many galleries, museums, festivals and art centers such as Palais de Tokyo de Paris, Modern Art Museum of the city of Paris, Biennale of Sydney, New museum of Contemporary Art in New York ...



Sylvain BUREAU

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Founder of the Art Thinking method. Co-founder of the Improbable Workshop. Ph.D. from Ecole Polytechnique, Scientific Director of the Jean-Baptiste Say Institute at ESCP Europe, Sylvain Bureau teaches in ESCP and Polytechnique. His key research is related to creative practices in entrepreneurship (within startups and large corporations), on which he is collaborating with colleagues at Stanford University and University College of London. He also published Free Your Pitch (Pearson, 2018) and co-founded Storymakers, a storytelling method used to help you with impact.

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Margaux DERHY

After studying Finance at Dauphine University and Management at ESCP Europe, Margaux has been working in the startup ecosystem for almost 10 years as a fundraiser advisor for the seed and early-stage rounds. She has been teaching entrepreneurship finance at ESCP Europe from 2012 to 2017 and Improbable since 2018. She is the author & editor of Startup Backpack, a book to help entrepreneurs to find the right tools to launch a successful startup. She is now moving away from the innovation field to pursue a career as an artist with the medium of painting. She is currently based in London where she studies a Master of Fine Arts at Central Saint Martins (CSM).





Petra ELLEN HANSEN

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Petra Ellen Hansens is the Director of the Global Supply Chain at Laerdal Medical, one of the world's leading providers of Healthcare solutions, dedicated to help saving lives since 2016, responsible for the regions Asia Pacific, Americas and Europe & Middle East, Africa. Using Design thinking, she creates an exceptional customer journey's & exceed customer expectations. She is passionate about making the world better and building high-performing and resilient teams that embrace uncertainty and challenge the status quo.

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Jack FUCHS

Jack Fuchs is an investor, global entrepreneur, and lecturer. His current roles include VC Partner, Board representative, CFO, and advisor positions with IT, med-tech, and clean tech businesses. Jack is an Adjunct Professor in Entrepreneurship at Stanford University and a contributor to the Jean-Baptiste Say Institute for Entrepreneurship at ESCP Europe. He mentors entrepreneurs and conducts workshops in entrepreneurship around the world. His private company Boards include Cytovale, Aperia Technologies, Ceres Nanotechnologies, Focal Systems, and Endless Mobile. He is also on the Board of Confrapar, a leading Brazilian growth investment firm, and he is an Operating Partner with Blackhorn Ventures. Over the past 10 years, he has invested in and advised over 20 companies in Europe, Asia, Latin America, and the US. He aspires to help global entrepreneurs establish the best version of Silicon Valley wherever they are, lecturing and speaking at companies, conferences and universities throughout the world.



Laure HELFGOTT

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Laure Helfgott runs her own company Zenon&Co, accompanying organisations and executives in their transformations, through individual coaching sessions, team coaching programs, and dedicated trainings. She is also a Violinist, conducting music workshops in order to help executive teams understand how they cooperate and communicate. As an Affiliate Professor at ESCP Europe, in the Chair of Entrepreneurship and Executive Department, she teaches soft skills, change management and coaching. She graduated from ESSEC Business School in 1996, and started her career as an executive in large organizations (e.g. Kering, Société Générale), as well as in start-ups (e.g. Aucland, Nabab).

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Sayaka IIDA

Born in San Francisco and lived in the U.S., Turkey, South Korea, Japan. Started as a CPA at Silicon Valley. Joined a Japanese telecom startup, as a founding member and raised 2.5B USD through IPO, global bond offering etc. Most recently, working with and supporting start-up companies at Mistletoe Inc.



Mia KEMPAALA

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Mia Kemppaala is an entrepreneurship education specialist and a community builder at University of Oulu, Finland. She's one of the creators of Business Kitchen, an entrepreneurship hub and a learning platform, as well as Tellus Innovation Arena, a multidisciplinary collaboration platform. She's known for her ability to connect the dots in a surprising way and come up with creative solutions and concepts. One of her world-known creations is Polar Bear Pitching, a unique startup competition and a tool for training effective communication and a "can-do" attitude. She has also been working as one of the experts in a multi-university collaborative entrepreneurial education initiative funded by the Finnish Ministry of Education. She was awarded as Finland's Educational Scientist of the year in 2018.

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Emile KIRSCH

Emile Kirsch is a french designer and photographer, defining himself as a "visual artist visiting from Mars" on Instagram where he has more than 23,4 k followers.



Yuji MACHIDA

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Yuji Machida graduated from Kyoto University in 1991, BA in law, before joining McKinsey for 14 years. He was an IT, high-tech, internet related practice leader at Osaka office, Tokyo office, Seoul office and Shanghai office. He did a lot of studies of strategy, change organization, M&A, urban development and many others mainly in IT, internet, Mobile area. He was also in charge of recruitment / education for long years. From last year, Yuji Machida started an art-thinking seminar for Japanese clients.

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Mariko NISHIMURA

Mariko Nishimura graduated from International Christian University in Tokyo. She started her career as an IT engineer at IBM. After that, she got a position for a field-marketing manager at Adobe Systems. She founded HEART CATCH Inc. in 2014. As a «cross-pollination producer» connecting business, creative and technology, for startups, companies and government projects, she became the Japanese representative of Art Thinking Improbable Workshop.



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JUN SUTO

Jun Suto had rich experience in global, multi-cultural project/program executions in various countries providing services to global corporations and collaborating with leading social entrepreneurs. His experience includes social innovation, open-source collaboration, partnership development, business strategy, business transformation, turnaround advisory, technology implementation, business process improvement, risk management, compliance and audit across a wide spectrum of industries including Global Fortune 25 companies. He founded S-Cubed LLC, a consultancy specialized in global strategy and program execution and developed XPRIZE Foundation, a world renowned innovation accelerator.



Naoko OKUMOTO

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Naoko Okumoto is a senior-level investment and business development executive with a proven track record in building new business portfolios within Silicon Valley and APAC. She is the CEO and Managing Partner of Amber Bridge Partners, a strategic investment and consulting firm specializing in cross-border business development/ investment/ operations between the US and Asia Pacific & Japan. She is also a Partner and Executive Advisor at Z Corporation, the Managing Director at Mistletoe USA, EVP and board member of CoinDesk Japan and N.Avenue, a board observer at EdCast and on the advisory board at Precision Autonomy. She is also an advisor/mentor for Plug and Play, Astia, and several other startups.



Pierre TECTIN

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Co-founder of the Improbable Workshop. Pierre Tectin is an artist living and working in Paris. Using collage of drawings and objects, he defines new meanings as visual haiku. Interested by the connection between creativity and organization, he is also an active member of Cury Vavart collective in Paris which provides workplace for multidisciplinary artistic practices.

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Alexandre POISSON

Alexandre Poisson is a French artist, product designer and illustrator. He worked on several innovative artistic projects before co-founding Belafonte, a design food Parisian restaurant.



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Noriko YAMAGUCHI

Noriko Yamaguchi is a Japanese artist. After graduating from Kyoto College University of Art Exhibition 2017, she took part in several exhibitions (Kakegawa Chaennale/Shizuoka, PLAQUE/MEM.inc/Tokyo, Yebisu International Festival for Art & Alternative Visions/Tokyo Photographic Art Museum/Tokyo).

