

# Lessons from IF... Innovation Festival

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# What IF... Innovation was a Festival?

Innovation Festival  
Barcelona. Milano. Kortrijk.  
Lisboa. Vilnius. Tallinn.

# Objectives

**Demonstrate how innovation and design can respond to societal needs and challenges, highlight role of creativity for innovation**

**Raise international profile of cities and regions and improve regional innovation identity**

**Involve different institutions and organisations, bring them closer together and strengthen the regional innovation systems, thus committing to innovation**

# IF...

# Innovation Festival Barcelona. Milano. Kortrijk. Lisboa. Vilnius. Tallinn.



**Innovation Festival  
Barcelona. Milano. Kortrijk.  
Lisboa. Vilnius. Tallinn.**

# IF... Cross border initiatives



**THE**

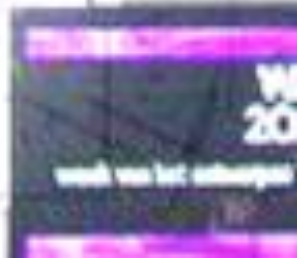
**DESIGN  
MANAGEMENT  
EUROPE\_**

**AWARD**

**WWW.DESIGNMANAGEMENTEUROPE.COM**



# IF... Corner





# IF... Lab competition



A close-up portrait of a young man with light brown hair and a slight stubble. He has his eyes closed and a neutral, contemplative expression. He is wearing a dark-colored t-shirt with thin white horizontal stripes. The background is a plain, light gray wall.

**What IF...  
The IF  
was  
a huge  
success?**

# IF... Barcelona



**22 October \**  
**22 November**  
**2009**

**Fostering**  
**Creativity**  
**and**  
**Innovation**



**Innovation Festival**  
**Barcelona. Milano. Kortrijk.**  
**Lisboa. Vilnius. Tallinn.**



# IF... Milano

February 27, 2012

6 \ 11  
October 2010

The  
influence of  
innovation  
in everyday  
life



**IF**  
Innovation Festival  
Milano 2011.

**OPEN YOUR EYES...  
...TO INNOVATION**

Incontriamoci su: [www.innovationfestival.it](http://www.innovationfestival.it)

IF è un'iniziativa promossa da:  
Provincia di Milano | alintec

Con il contributo di:  
European Commission Enterprise and industry | PRO INNO EUROPE  
Regione Lombardia | CAMERA DI COMMERCIO INDIUSTRIALI E AGRICOLTORI MILANESE | Comune di Milano



Innovation Festival  
Barcelona. Milano. Kortrijk.  
Lisboa. Vilnius. Tallinn.

# IF... Kortrijk



**8 \ 25  
October  
2010**

**Open  
Design for  
sustainable  
innovation**



**Innovation Festival  
Barcelona. Milano. Kortrijk.  
Lisboa. Vilnius. Tallinn.**



# IF... Lisboa



**29 November \**  
**12 December**  
**2010**

**Diversity,**  
**mobility**  
**and inclusion**



**Innovation Festival**  
**Barcelona. Milano. Kortrijk.**  
**Lisboa. Vilnius. Tallinn.**



**IF... Vilnius**

**May 7 | 14  
2011**

**Celebrating  
creativity and  
partnership**



**Innovation Festival  
Barcelona. Milano. Kortrijk.  
Lisboa. Vilnius. Tallinn.**



**IF... Tallinn**

**15 | 24**  
**September**  
**2011**

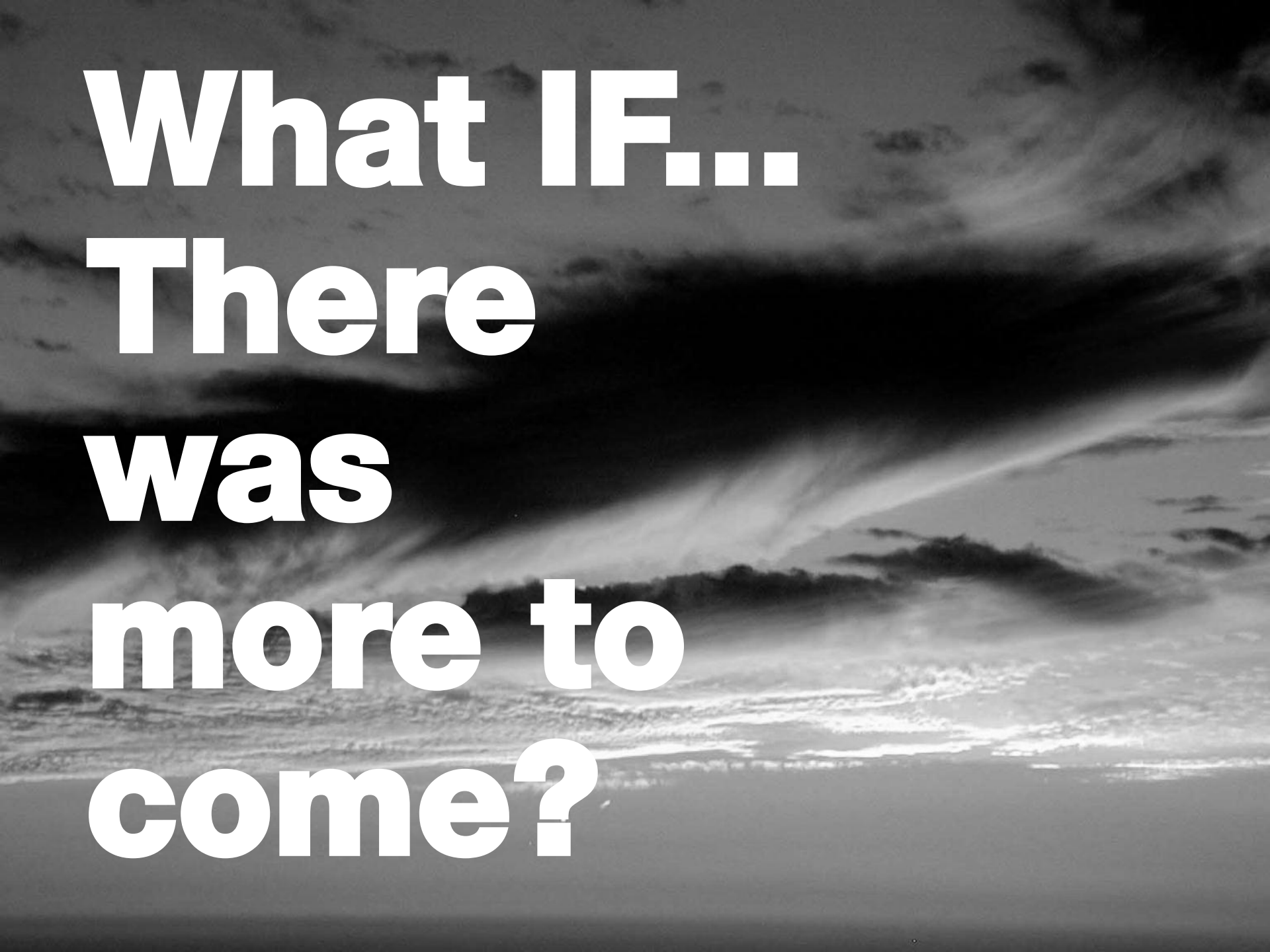
**The role of  
Design as a  
driver for  
Innovation**



**Innovation Festival**  
**Barcelona. Milano. Kortrijk.**  
**Lisboa. Vilnius. Tallinn.**

# IF... figures

**60 Conferences and workshops ... 6 Innovation Labs ... 13  
Innovation Talks ... 28 Performances \ events ... 45 company  
and product presentations ... 30 exhibitions ... 6 IF corners ... 2  
DME Awards ... 200.000 visitors and participants ... 100.000  
web visitors ... over 200 regional partnerships ... 300 speakers  
and experts ... 600 media publications ... over 3000 Twitter,  
Facebook and Flickr followers and fans ... Over 75 news and  
blog updates on IF platforms ... 6 IF Labs \ over 300 applications  
\ 16 nominees \ 1 winner \ 1 public prize.**



**What IF...  
There  
was  
more to  
come?**



**IF...**

**Innovation Festival**

**Guimarães.**

**Viana do Castelo 2012**

**In collaboration with Guimarães,  
European Capital of Culture 2012**