



## Press release

### **Wysing Arts Centre awarded £40,000 funding by ideaSpace Enterprise Accelerator to develop Creative Accelerator Workshops for start-ups and established SME businesses**

Wysing is developing a series of inspirational one-day workshops for early stage ventures and more established SME businesses to take place from March 2013. The programme has been funded by a £40,000 grant from ideaSpace Enterprise Accelerator at The Hauser Forum in Cambridge, and the workshops will be led by acclaimed contemporary artists at Wysing's inspiring campus outside Cambridge, in association with Cambridge Event Management Ltd.

*'The economy of the future will be about creating value and appropriate forms, and no-one knows more about the process for doing that than artists.'* Professor Rob Austin, Harvard Business Professor.

Business innovation and entrepreneurship is a creative process; the successful development and exploitation of a new idea, or thinking laterally to improve business process to increase efficiency and productivity. Wysing's Creative Accelerator Workshops apply its significant experience of running international artist-development programmes to offer a new approach to the development of business talent and excellence within the east of England.

The workshops will offer the opportunity for businesses to harness their creativity to test or develop new business ideas, projects or products and improve business processes to become more productive and efficient.

Donna Lynas, Director of Wysing Arts Centre, says: *"Through ongoing research, we've identified a niche within the business sector in Cambridge and across the wider region, for business workshops that offer intellectual space to grow. Artists can provide a creative and experimental approach to overcome barriers and blockages to success, problem resolution and a different perspective to overcoming organisational issues to improve business effectiveness and prepare for change."*

David Gill, Managing Director of St John's Innovation Centre, Cambridge, says: *"Cambridge often hosts visits from clusters overseas asking how they can bottle creativity to use when they're back home. We ourselves don't fully understand the*

*inspiration behind innovation and entrepreneurship. Creative Accelerator Workshops represent a rare opportunity to see how businesses can learn to deal imaginatively and consistently with blockages and overcome persistent barriers.”*

Businesses in the region will be invited to a launch event to hear more about the project and to network with other businesses at The Fitzwilliam Museum, Cambridge, on Thursday 29<sup>th</sup> November.

Twitter: #creativeaccelerator @wysingartscentr  
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## Notes for editors

**1. WYSING ARTS CENTRE** is a working campus providing alternative environments and structures for artistic production, learning and knowledge exchange. Wysing's large rural site near Cambridge comprises artists' studios, education and new media facilities, a gallery and project spaces, a 17<sup>th</sup> century farmhouse and outdoor structures. Wysing offers a unique environment for art to be developed and presented; with an ongoing and innovative artistic programme of events, exhibitions, retreats and residencies; and a unique programme for young artists, Wysing is delivering a rich programme that is accessible on many levels to a range of people. Art developed at Wysing is shown at significant venues around the world, and Wysing is part of national networks including Plus Tate, Contemporary Visual Arts Network, Arts Council National Portfolio and Own Art.

## **2. ideaSpace Funding Programme**

The programme seeks to provide grants to initiatives designed to help innovators and entrepreneurs develop the skills needed to be successful. As part of its activities ideaSpace Enterprise Accelerator allocates grants annually toward funding innovative projects that support and develop a regional innovation and enterprise culture in the East of England.

## **3. ideaspacespace Enterprise Accelerator**

The ideaSpace Enterprise Accelerator (iEA) is a four year programme to support the generation of economic, strategic and social value across the Eastern Region by:

- Identifying high-potential research- and innovation-led opportunities for early-stage business growth;
- Supporting the accelerated development growth of new ventures, leading to financial and jobs growth; and
- Increasing the knowledge and skills of people engaging in key roles across the enterprise lifecycle

The programme, made possible through support from the Hauser-Raspe Foundation and the East of England Development Agency, incorporates and builds upon the University of Cambridge ideaSpace which was established to support the coordination, development, acceleration and widening of entrepreneurial activity across the Eastern Region.

**For further information on IdeaSpace please contact Stewart McTavish, Director on 01223 365123 / [stewart.mctavish@ideaspace.cam.ac.uk](mailto:stewart.mctavish@ideaspace.cam.ac.uk)**

To find out more about the work of ideaSpace, visit the website at [www.ideaspace.cam.ac.uk](http://www.ideaspace.cam.ac.uk)

**4. Cambridge Event Management Ltd.**, led by Alessandra Caggiano, organises sector specific events with an emphasis on business and technology. It offers bespoke, start-to-finish event management services in the Cambridge region, developing innovative and creative events that enhance Cambridge's reputation as a major business destination.

**For further information on Cambridge Event Management Ltd, please contact Alessandra Caggiano on 01223 969 777 / [info@cambridgeeventmanagement.co.uk](mailto:info@cambridgeeventmanagement.co.uk)**



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