

# How We Work

The Lab's Residency Model

laboratory for  
**artistic  
intelligence**



# Laboratory for Artistic Intelligence

The Laboratory for Artistic Intelligence is a new kind of artistic and social R&D organization.

- We focus on ambitious experiments, led and supported by professional artists, to creatively produce new ways of framing, training for, and solving complex social and public issues.
- We consistently draw out new ways of thinking about and addressing entrenched problems by leading with artistic intelligence.
- Our partners and supporters include: Canada Council for the Arts, University of Toronto, Luminato Festival, Centre for Social Innovation

# Working Principles

The Laboratory for Artistic Intelligence operates with whimsy, kindness, care, and professionalism to:

- Prioritize people over projects
- Be led by artistic values and artistic intelligence
- Position newcomers as the best people suited for this work
- Bend and broaden the public imagination

# The Residency Model

The Laboratory for Artistic Intelligence offers highly-qualified newcomers the unique opportunity to become a **professional-in-residence** for 6 months.

- The residency enables professionals to develop the necessary **skills, fluidity, and social capital** critical for accessing and excelling in the Canadian job market.
- The professionals are paid a retainer for this residency, which includes professional development, creative development, participant feedback, and additional opportunities for paid consulting work.

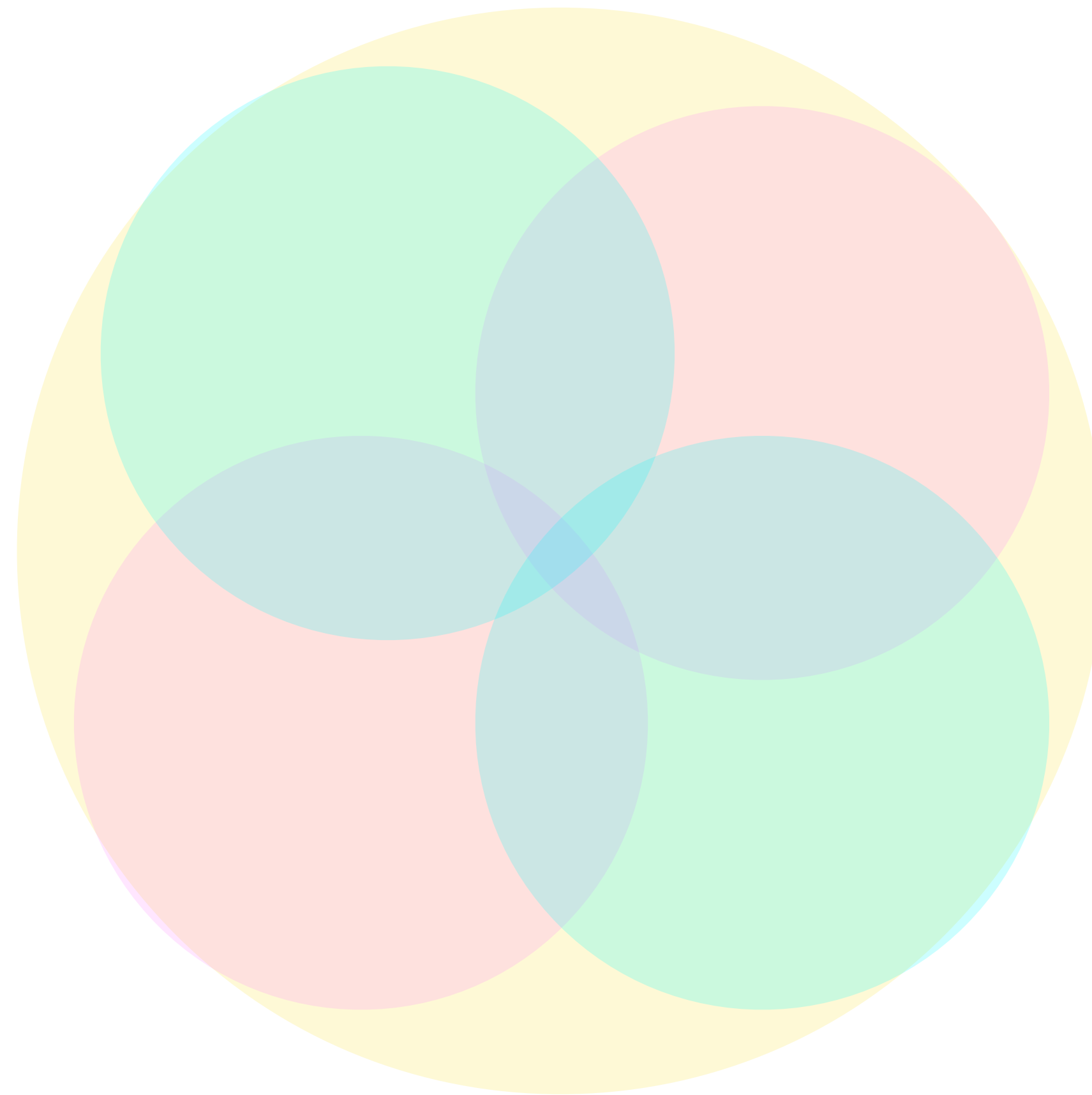
# The Residency Model

## Professional Residency

We accelerate the newcomer professional's individual cultural adaptation process.

## Design Research Consultation

We are designing this model and off-shoot initiatives as we go.



## Creative Residency

We're expanding what it means to make art.

## Consulting Engagements

We take on consulting projects that generate profits to support our not-for-profit work.

# Value Proposition for Society

This model generates **multiple lines of value simultaneously**. We are building lives, transforming culture, and tackling under-imagined problems for Canadian society.

- We bring together **professionals from truly diverse backgrounds**:
  - Professionals from countries all over the world (north and south, east and west), with backgrounds in Psychology, Engineering, Finance, Management, International Development, Human Resources, Marketing, Education, and Information Technology.
  - Their employers have ranged from DreamWorks Studio to the United Nations, the Royal Court of Jordon, Football For All, Universities, IT companies, and Oil and Gas processing.
- We facilitate **creative, intuitive, unusual work**, trusting in artistic values and methods, which we leverage to produce **new, surprising, provocative & useful outcomes**.
- This is a **high-value**, multidisciplinary team of professionals who are **passionate** about proving their capabilities, hungry for **ambitious** work, and deeply **committed** to contributing to society.

# Value Proposition for Newcomers

Whereas conventional settlement services focus on transactions such as how to get an OHIP card, or how to register your kids for school. And whereas some other bridging programs help with employment-specific language training, our focus at the Laboratory for Artistic Intelligence is on **the intangible and more challenging aspects of successful settlement:**

- **Feeling valued and purposeful.** A community where your intelligence and credentials matter. Having a work context where you feel proud and comfortable in your own skin.
- Having a professional community of **peers who see you**, who recognize your talents, who are looking out for you, who can offer constructive feedback. Having people you trust and can turn to for advice on work, career development, Canadian culture, and personal questions.
- Opportunities for paid consulting **work relevant to your professional background** and career interests in Canada. Opportunities to **be creative and discover more** about yourself.

# Value Proposition for the Arts

We are weaving artistic intelligence — ways of artistic knowing, valuing, and being — into the fabric of society.

- **Arts education:** Our professionals-in-residence report **understanding What is Art** in whole new ways. They feel comfortable talking to and working with artists. They return home and are excited to engage with the artwork that their children make. They see more possibilities in their lives, and in their surroundings.
- **Relevance:** We are reframing the relevance of the arts, making it visceral and **relevant to their immediate needs**. Our professionals-in-residence report discovering and realizing, “I need this, I just didn’t know it before.” They enthusiastically share their experiences with friends and family, who inevitably want to know more and want to know “how can we join this program too?”
- **Bringing out the full potential of people and society:** As individuals, we feel more whole, more alive, healthier, and more connected when we live and engage with art. As a society, we become more whole, more vibrant, healthier, and more connected when **we bring artistic intelligence into the parts of society where there is little or no artistic intelligence informing practice**. Collectively, we can become more aware, more thoughtful, more creative, and more able to imagine, collaborate, and create alternatives.



# Sample Client Projects

- **The Performing Arts Genome Project:** User experience, recommendation engine design, knowledge mapping, data analysis, and audience insights for sector reports
- **Department of Canadian Heritage:** Research report on evaluation frameworks for Creative Hubs
- **Atlantic Filmmakers Cooperative:** Digital Strategy, Horizon (Foresight) Scan, and Phased Plan

# Upcoming

- **Ontario Digital Services:** Leadership in a Digital Age, a talk series for public servants, organized by ODS, a division of the Ontario Government.
- **SDG18:** Hope and Imagination — Premiering at Luminato Festival 2020
- **Re:imagine** — Publication of the Laboratory's magazine that shares our research and consulting insights in a whimsical format.
- Up to three annual residencies co-hosted by residency partners:
  - Luminato: November/December — Reimagining Volunteerism
  - CSI's Solutions Salon: April/May — Reimagining Bureaucracy (*pending*)

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