

Title of BIP: Art thinking & Design thinking

Bridging creativity and strategy for tomorrow's leaders

General information

Objectives and Description:

The BIP aims to introduce participants to art thinking and design thinking as complementary approaches to creativity, problem-solving, and innovation. Through an intensive, practice-based programme, students will explore how artistic processes and design methodologies can be mobilized to address real-world challenges. The week will be split in two complementary topics:

- The first part focuses on art thinking and emphasizes experimentation, sensory exploration, critical reflection, and creative expression. Participants will engage in hands-on workshops led by an artist and facilitators, encouraging them to explore materials, concepts, and processes beyond conventional disciplinary boundaries. This phase prioritizes curiosity, risk-taking, and the development of a personal creative voice.
- The second part introduces design thinking in collaboration with a local but international company. Building on the exploratory mindset developed in the first phase, participants will work on a concrete challenge proposed by the partner organization. This phase emphasizes user-centred research, ideation, prototyping, and testing, demonstrating how creative thinking can be translated into practical and impactful solutions in a professional context.

Overall, the summer school seeks to bridge artistic exploration and applied innovation, helping participants understand how creative practices can generate value in cultural, social, and economic environments.

Methods and outcomes:

The programme is based on practice-based and project-oriented learning, combining artistic research and design methodologies.

During the first part of the summer school, participants will work closely with a professional artist, who will lead hands-on workshops and guide the creative process. These sessions will focus on artistic experimentation, material exploration, conceptual development, and reflective practice. The artist will encourage participants to adopt an exploratory mindset, embrace uncertainty, and develop creative strategies through making, observation, and discussion.

The second part will apply design thinking methods in collaboration with a partner company. Participants will work in teams on a real-world challenge proposed by the partner organization, engaging in user-centred research, ideation sessions, prototyping, and testing. Mentors from the company and programme facilitators will support the teams throughout the process.

Across both parts, the programme emphasizes:

- Learning through doing and experimentation
- Collaborative and interdisciplinary teamwork
- Constant feedback from facilitators and coaches
- Interaction with artists, designers, and industry professional

Field of Education: all

Target audience / Participants profile:

- Master students
- Phd Students

No of ECTS issued: 4 ECTS

Language of instruction and requirements: English (B2)

Dates for physical activity: 29 June => 3 July

Location of physical activity: UPPA, Bayonne - France

Dates for virtual component: June 2026

Virtual Component Description:

Prior to the on-site summer school, participants will take part in a mandatory virtual preparatory component. This online phase will introduce the fundamental concepts and principles of art thinking and design thinking, providing a shared theoretical and conceptual framework for all participants. In addition, the virtual component will include an in-depth presentation of the partner company, its context, values, and challenges. This will allow participants to familiarize themselves with the company's environment and better understand the real-world problem that will be addressed during the in-person programme. This preparatory phase ensures that all participants arrive with a common baseline of knowledge, enabling them to engage more effectively and immediately in the hands-on workshops and collaborative projects.

Organizing Board

Receiving/Host university:

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Detailed programme

1. Planned activities during virtual component:

- fundamental concepts and principles of art thinking and design thinking, providing a shared theoretical and conceptual framework for all participants
- in-depth presentation of the partner company

2. Planned activities during physical component:

Day 1

Presentation of the seminar's objectives and the concept of *art thinking*

- Introduce art thinking and destabilize conventional modes of reasoning.
- Artistic experiments designed to question habitual cognitive and managerial frameworks.
- End the day at a local museum with a bonding activity

Day 2

Experimentation and Conceptual Translation

- Artistic Experimentation Workshop: group-based creative experimentation guided by artist and coaches
- Public presentation of the productions, followed by collective discussion and concluding reflections on art thinking.

Day 3

- Field visit to the Partner company: meetings with staff, managers
- Selection of one or two promising concepts per team

Day 4

- Team work with coaches based on the challenges given by the partner company and the identified concept

Day 5

- Preparation of final presentations (storytelling, visuals, key insights)
- Final presentation to the partner company and facilitators
- Collective feedback and closing discussion

Application procedure

fill in application form available here: *to be generated later*

deadline for application: 15 May 2026