**THE COMPOSER OF IDEAS: THE ROLE OF ART IN INNOVATION MANAGEMENT**

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People have predominantly seen art and science with strict binary divisions. However, this perspective has been recently challenged by the shift of study of the interplay between art and science within the field of marketing. Therefore, in February 2016, I participated in the fourth Arts & Science festival by University of Birmingham and won a prize with an art submission related to my research.

Designed as a week-long celebration of research, culture and collaboration, the event “brings together leading artists, thinkers and scientists for a free programme of concerts, exhibitions, performances, screenings, talks and workshops” ([www.birmingham.ac.uk](http://www.birmingham.ac.uk)). This time, the organisers highlighted the “art meets science” phenomenon through a string of collaborative events including: VIVID PROJECTS which presented the culmination of a two year collaboration between six leading biomedical scientists and six animation artists; THE NEUTRINO PASSOIRE transferred the discovery of neutrino oscillations, which won 2015 Nobel prize in Physics, to non-specialist audience with performance by two contemporary dancers; or PERMISSION TAKEN exhibition by artist Antonio Roberts brought together digital technology, copyright issues, and the university’s own collections. Apart from that, the festival opened the Image of research exhibition to invite researchers present their works through a single image. I have submitted my hand-sketch “The composer of ideas” to communicate my research message to the audience. The hand drawn picture captured a pianist playing her chords, releasing the notes floating in the air, transmitting to the brain neurons, then sparking hundreds of idea bubbles. When some of the ideas grew brighter and bigger through the connection with each other, a few aborted. This was an ordinary process of idea generation and development.

Interested in product innovation and unconventional emergence of inter-disciplines, I am conducting research on adopting a musical mind in generating ideas for new products and services. Whilst new ideas are critical in distinguishing a genuine product from copy-cats, the journey of creativity is not so clear cut and new recipe of novel ideas is unfound. Research on music composition, on the contrary, has provided valuable findings including pathway of idea development and positive psychological impact of music on creativity. By immersing myself into real project initiated by renowned organisations, one is a city symphony orchestra and the other is a world leading technology corporation, I develop my research to see how blending aesthetic and technological expertise can enhance the journey of idea development, spark new ideas, and offer intrinsic values for consumers. This ongoing study is expected to enhance personal creative minds and assist each person to be a composer of ideas.