

**InCIAM**

**amU** Creativity and  
innovations institute  
Aix Marseille Université



*Forming a community*

*Training through and for research*

*Connecting disciplines*

*Strengthening partnerships*

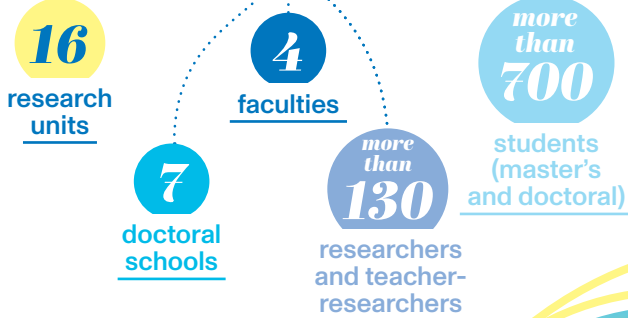
*Acting internationally*

# InCIAM

## Supporting creative processes and developing innovations in health, education and the workplace

A multidisciplinary scientific network conducting fundamental and applied research, with links to the socio-economic world, to understand and support the creative and innovation processes, on the one hand, and develop innovations in health, education and work on the other. Creative activities inspire scientific discoveries, cultural creations and innovations that transform people's everyday lives. InCIAM's work on processes supports the challenge of scientific and social progress, ranging from the emergence of ideas to the implementation of innovations. Specialists in creativity and innovation work alongside specialists in the application sectors. These interdisciplinary collaborations provide greater understanding of the creative and innovation processes to encourage creativity and assist in the development of innovations adapted to human capacities, limitations and needs.

### Forming a community



- Epistemology and genetics
- Creative and cultural industries
- Processes
- Health
- Education
- Labour

### Training through and for research

- Immersion internships in a research environment
- Funding for doctoral and postdoctoral contracts
- 1 DESU (French higher education degree) in Creativity and Innovation

### Acting internationally

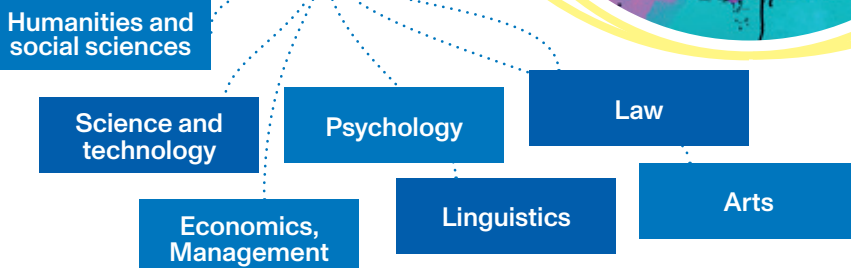
- International guest lectures
- Annual participation in World Creativity Day and conferences organised by the Marconi Institute of Creativity (MIC)
- Facilitating mobility



### Strengthening partnerships

- Setting up a CréaLab (Centre for expertise, advice and consultancy in creativity and innovation)
- Promoting and setting up multi-laboratory platforms
- Partnerships with local incubators and start-ups, training and research organisations, centres of expertise, national and multinational companies...

### Connecting disciplines



Incentive calls for projects

Guest lectures



Watch the institute's animated film



The institute as seen by its members



## Meet our executive office



Director:  
Nathalie Bonnardel



Deputy research director:  
Sandrine Eschenauer



Project manager:  
Agnès Lellouche-Gounon



Deputy training director:  
Fabien Girandola



CréaLab Project engineer :  
Lopez-Bagousse

Discover the entire governance team:  
<http://url.univ-amu.fr/institut-inciam-gouvernance>

## Focus on our platform projects

InCIAM's interdisciplinary nature means that it fosters multi-laboratory research and training platforms, as well as cooperation with the socio-economic and cultural world.

**CréaLab, a centre for expertise, advice and consultancy in creativity and innovation** draws on the expertise of the institute's research teams to provide methodological and administrative support for implementing creative or innovative projects with partners from the socio-economic and cultural worlds, as a means to strengthen relations with these players.

**One of the Institute's flagship platforms is a dynamic physical interaction simulator**, which is used to study complex human/system interactions under stress, in dynamic (translation and rotation), risky, uncertain and noisy conditions (e.g. vibrations). This physical platform for movements with six degrees of freedom means that we can extend our studies to new fields of application, to more dynamic situations such as interactions with touch screens in the cockpits of moving aeroplanes or helicopters, or with motor vehicles or boats, by means of on-screen visualisation or virtual reality devices. In these situations, the functioning of cognitive and emotional processes and the adaptations or learning strategies implemented by the subjects cannot be inferred from static tasks.

## Contact

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Project manager: Agnès Lellouche-Gounon

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[www.univ-amu.fr/inciam](http://www.univ-amu.fr/inciam)





# Training at InCIAM

**amU** Creativity and  
innovations institute  
Aix Marseille Université

*Training for, through and in research,  
with continuity from master's to doctorate level*

Training for, through and in research,  
with continuity from master's to doctorate level

## Our ecosystem

more than  
**680**

master's  
students<sup>1</sup>

**4**

partner  
faculties

► Faculty of arts, letters,  
languages and humanities  
(ALLSH)

► Faculty of economics  
and management (FEG)

► National institute of  
higher education for  
teaching and education  
(INSPÉ)

► Institute for public  
management and territorial  
governance (IMPGT)

more than  
**30**

PhD  
students<sup>2</sup>

**7**

partner doctoral  
schools

► Life and health sciences (ED 62)

► Marseille mathematics and computer  
sciences (ED 184)

► Engineering sciences (ED 353)

► Languages, humanities and arts (ED 354)

► Spaces, cultures, societies (ED 355)

► Cognition, language and education  
(ED 356)

► Economic and management sciences  
(ED 372)

**8**

master's  
programmes

► Acoustics and  
musicology

► French as a foreign  
language

► Psychology

► Cognitive sciences

► Education sciences

► Direction de projets  
ou établissements  
culturels DPEC  
(Administration of  
cultural institutions)

► Human resources  
management

► Innovation  
management

**18**

specialisations

**1**

interdisciplinary  
doctoral  
programme

Consult all master's  
degree specialisations:



<sup>1</sup> students enrolled on master's specialisations attached to the institute

<sup>2</sup> doctoral students enrolled in our partner doctoral schools and working on our fields of research

## Our key actions

► Support for immersion internships in a research environment

► Thesis funding

► Creation of a DESU (French higher education degree)  
in Creativity and Innovation

► Organisation of networking events for Master's and PhD  
students

► Purchase of video equipment for educational purposes

2020-2023

**100**

students at the  
R&D Month

**15**

laboratory  
grants

**4**

doctoral contracts  
funded

"During the summer of 2023, I did an internship at the Psyclé laboratory, where I worked with InCIAM on a creativity support project. My tutors provided me with excellent supervision, enabling me to gain methodological skills and significant knowledge of creativity. This is a valuable experience for the field of ergonomics."



**Antsa Akotoarivony**

Master 2 in Psychology, Ergonomics,  
human factors and information systems  
engineering programme (EFHISI)

"The funding of my internship by InCIAM gave me my first taste of the socio-professional world. More than just an internship, I was able to work with a multidisciplinary team, each one an expert in their field. In particular, I was able to work with a company to produce a study on an issue related to technological innovations. This link between the professional world and my appetite for rigorous scientific research reinforced my decision to continue in this direction."



**Benjamin Poveda**

Master 2 in Psychology, Ergonomics,  
human factors and information systems  
engineering programme (EFHISI)

## Contact



# Research at InCIAM

**amU** Creativity and  
innovations institute  
Aix Marseille Université

*Bringing together the creativity and innovation  
strengths of the Aix-Marseille site to consolidate  
our international scientific position*



*Bringing together the creativity and innovation strengths of the Aix-Marseille site to consolidate our international scientific position*

## Research ecosystem

**16**  
research  
units

### Humanities

- ▶ Laboratory for learning, teaching, assessment, training (ADEF)
- ▶ Gilles Gaston Granger centre (CGGG)
- ▶ Aix-Marseille centre for management studies and research (LID2MS)
- ▶ Aix-Marseille interdisciplinary centre for the study of literature (CIELAM)
- ▶ Centre for transport and logistics research (CRET-LOG)
- ▶ Research centre for psychology and neuroscience, in the science and technology sector (CRPN)
- ▶ Mediterranean institute for information and communication science (IMSIC)
- ▶ Laboratory for economics and sociology of work (LEST)
- ▶ Laboratory for clinical psychology, psychopathology and psychoanalysis (LPCPP)
- ▶ Laboratory for speech and language (LPL)
- ▶ Laboratory for social psychology (LPS)
- ▶ Perception, representations, image, sound and music (PRISM)
- ▶ Centre for research in psychology of knowledge, language and emotion (PSYCLÉ)

### Health and life sciences

- ▶ Centre for cardiovascular and nutrition research (C2VN)
- ▶ Vectors - tropical and Mediterranean infections (VITROME)

### Advanced science and technology

- ▶ Computer science and systems laboratory (LIS)

Aix Marseille Université — **more than 130** staff — CNRS

## Our main areas of research

- ▶ Creative and innovation processes
  - ▶ Epistemology and genetics of creative production
  - ▶ Understanding of creative and innovation processes, and assistance with these processes
  - ▶ Analysis and support for the creative and cultural industries
- ▶ Developing innovations in health, education and the workplace

## Our key actions

- ▶ “Amorce” call for research projects
  - > enables the funding of interdisciplinary, inter-laboratory projects with an international scope and the development of relations with the socio-economic and cultural world, aiming to develop an ANR project
- ▶ “Flash” call for projects
  - > provides support for interdisciplinary projects or actions proposed by InCIAM members

2020-2023

**16**  
Initiation  
research  
projects

**40**  
Flash  
projects  
in 2 years

**4**  
doctoral  
contracts

**9**  
postdoctoral  
contracts

*“I spent 2 wonderful years at the institute. The working environment I discovered was very beneficial and without the support of the institute I would never have achieved the results I did. I hope to continue experiencing the Institute’s stimulating atmosphere, particularly by encouraging the integration of postdoctoral and PhD students.”*



Carlo Baghetti,  
Postdoctoral student

## Contact

Deputy research director: Sandrine Eschenauer

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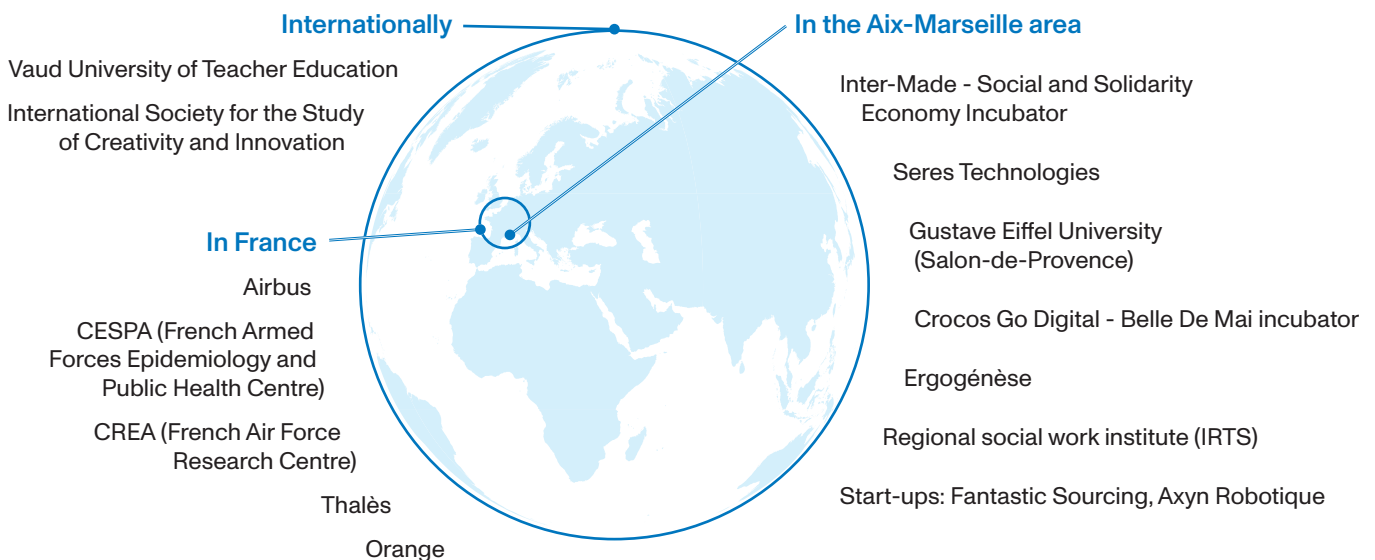
## Strengthening and developing special links with academic and institutional players and the socio-economic and cultural world

"As part of the R&D month organised by InCIAM, I gave a talk on intellectual property to an attentive audience of Master's students. The aim of this presentation was to introduce them to different aspects of intellectual property. After illustrating breakthrough innovation and incremental innovation, we discussed and described the various steps involved in protecting an invention with a patent, trademark or design. Additional statistical data was discussed on the number of patents filed worldwide, the progress made in France over the last 20 years to protect innovation, and the significant advances seen in France over the last 15 years in the world ranking of innovative countries.

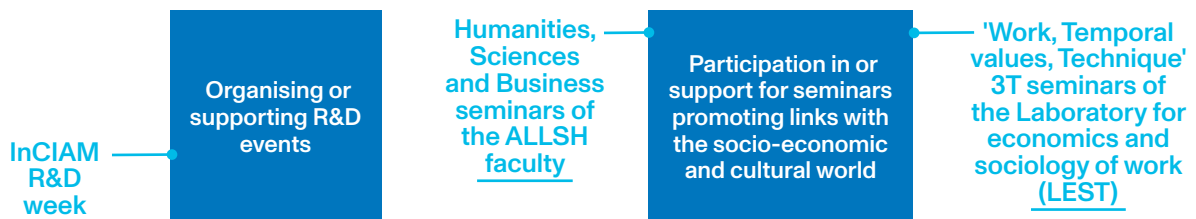
A conference experience to be repeated, as enriching for the presenter discovering a new type of audience as for the students who attended this summary conference to discover a new field of knowledge."

**Jean-Luc Tholozan**  
Pépité Provence,  
a regional student  
entrepreneurship cluster

### Our key partners include



### Our key actions



### Contact





*The InCIAM institute brings together teams on 11 university and scientific sites*



The Aix Marseille Université institutes are coordinated by the Amidex foundation



The Aix-Marseille Excellence Initiative, a consortium between Aix Marseille Université and 8 partners