

amU Creativity and
innovations institute
Aix Marseille Université



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

18 research units

8 doctoral schools

4 faculties

**more than 160
researchers and
teacherresearchers**

**more than 700
students (masters
and doctoral)**

**Creative and
innovation
processes**

**Epistemology
of creativity**

**Creative and
cultural industries**

**Cybercreativity,
cybersecurity**

**Arts, science
and society**

**Health, education
and labour**

Bringing disciplines closer together

Humanities and
social sciences

Science and technology

Economics, Management

Psychology

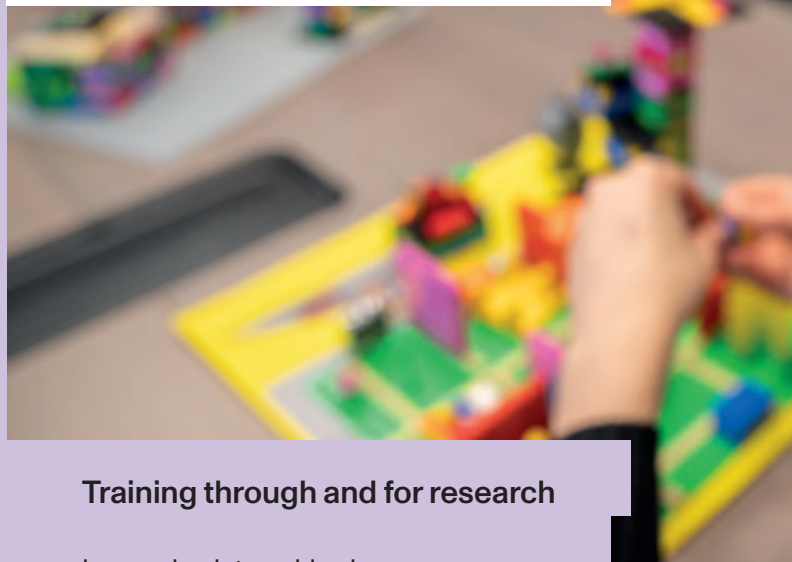
Law

Linguistics

Arts

Incentive calls
for projects

Guest lectures



Training through and for research

Immersion internships in a
research environment

Funding for PhD and
postdoctoral contracts

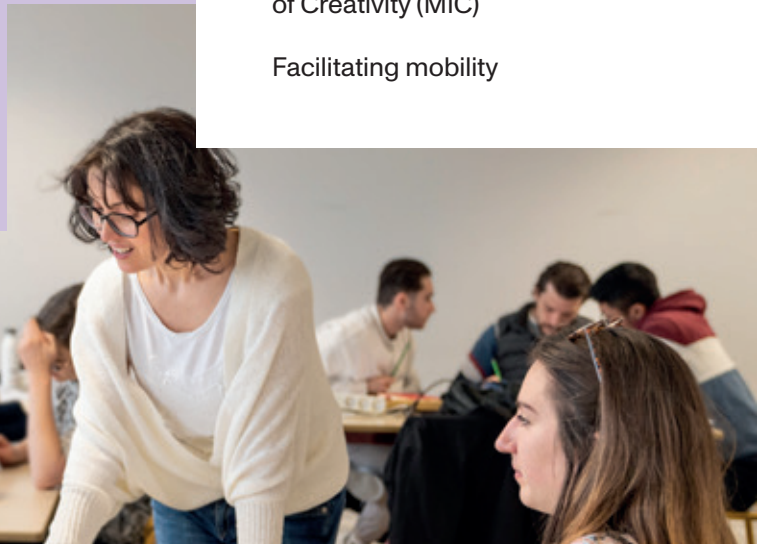
1 DESU (French higher education
degree) in Creativity and Innovation

Acting internationally

International guest lectures

Annual participation in the 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 multilaboratory platforms
- Partnerships with local incubators and start-ups, training and research organisations, centres of expertise, national and multinational companies...



Videos



Watch the institute's animated film



The institute as seen by its members

Our executive office

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



Director:
Nathalie Bonnardel



Deputy research
director:
Sandrine Eschenauer



Deputy training
director:
Fabien Girandola



Project manager:
Agnès Lellouche-Gounon



CréaLab Project engineer
Cynthia Lopez-Bagousse

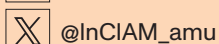
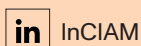
Contact

Director:
Nathalie Bonnardel

Project manager:
Agnès Lellouche-Gounon

inciam-direction@univ-amu.fr

<https://institut-inciam.univ-amu.fr>



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.

Training at InCIAM



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

Our training ecosystem

**more than 680
master's students***

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 (INSPE)

Institute for public
management and territorial
governance (IMPGT)

**more than 30
PhD students***

8 partner doctoral schools

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)

Life sciences (ED 658)

Biomedical research (ED 659)

1 interdisciplinary PhD programme

**13 master's programmes
(20 specialisations)**

Acoustics and musicology

Literary creation

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

French as a foreign language

Human resources management

Innovation management

Public management

Professions in teaching, education
and training - Learning design

Psychology

Clinical psychology, psychopathology
and health psychology

Clinical psychology,
psychoanalytic psychology

Cognitive sciences

Education sciences

* These figures include students enrolled in master's specialisations affiliated with the institute and PhD students enrolled in our partner doctoral schools.

Explore our
full range of
training offers:





Our key actions since 2020

Support for immersion
internships in a
research environment

PhD funding

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

Organisation of
networking events
for Master's and
PhD students

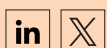
Purchase of video
equipment for
educational

Contact

Deputy training director:
Fabien Girandola

inciam-direction@univ-amu.fr

<https://institut-inciam.univ-amu.fr>



100 students
at our R&D
Events

15 laboratory
grants

5 PhD
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."

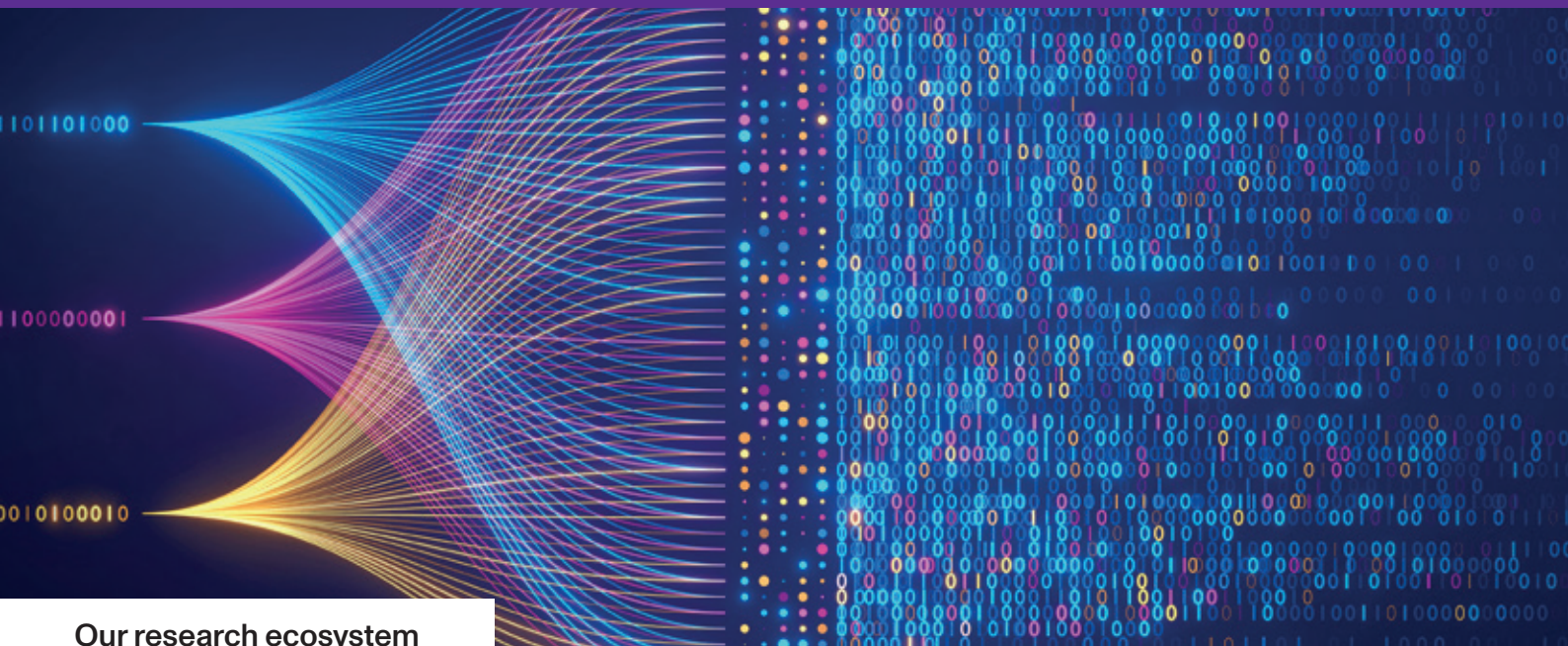


Benjamin POVEDA
Master 2 in Psychology,
Ergonomics, human factors and
information systems engineering
programme (EFHISI)

Research at InCIAM



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



Our research ecosystem

18 research units

Humanities

Learning, teaching, assessment, training laboratory (ADEF)
Gilles Gaston Granger centre (CGGG)
Aix-Marseille centre for management studies and research (CERGAM)
Aix-Marseille interdisciplinary centre for the study of literature (CIELAM)
Centre for transport and logistics research (CRET-LOG)
Mediterranean institute for information and communication science (IMSIC)
Laboratory for economics and sociology of work (LEST)
Laboratory for interdisciplinary media law and social change (LID2MS)

Laboratory for clinical psychology, psychopathology and psychoanalysis (LPCPP)

Laboratory for speech and language (LPL)

Laboratory for social psychology (LPS)

Perception, representations, image, sound, music (PRISM)

Psychology of knowledge, language and emotion (PSYCLÉ)

Health and life sciences

Centre for cardiovascular and nutrition research (C2VN)

Centre for tropical infectious diseases and emerging microorganisms (RITMES)

Advanced science and technology

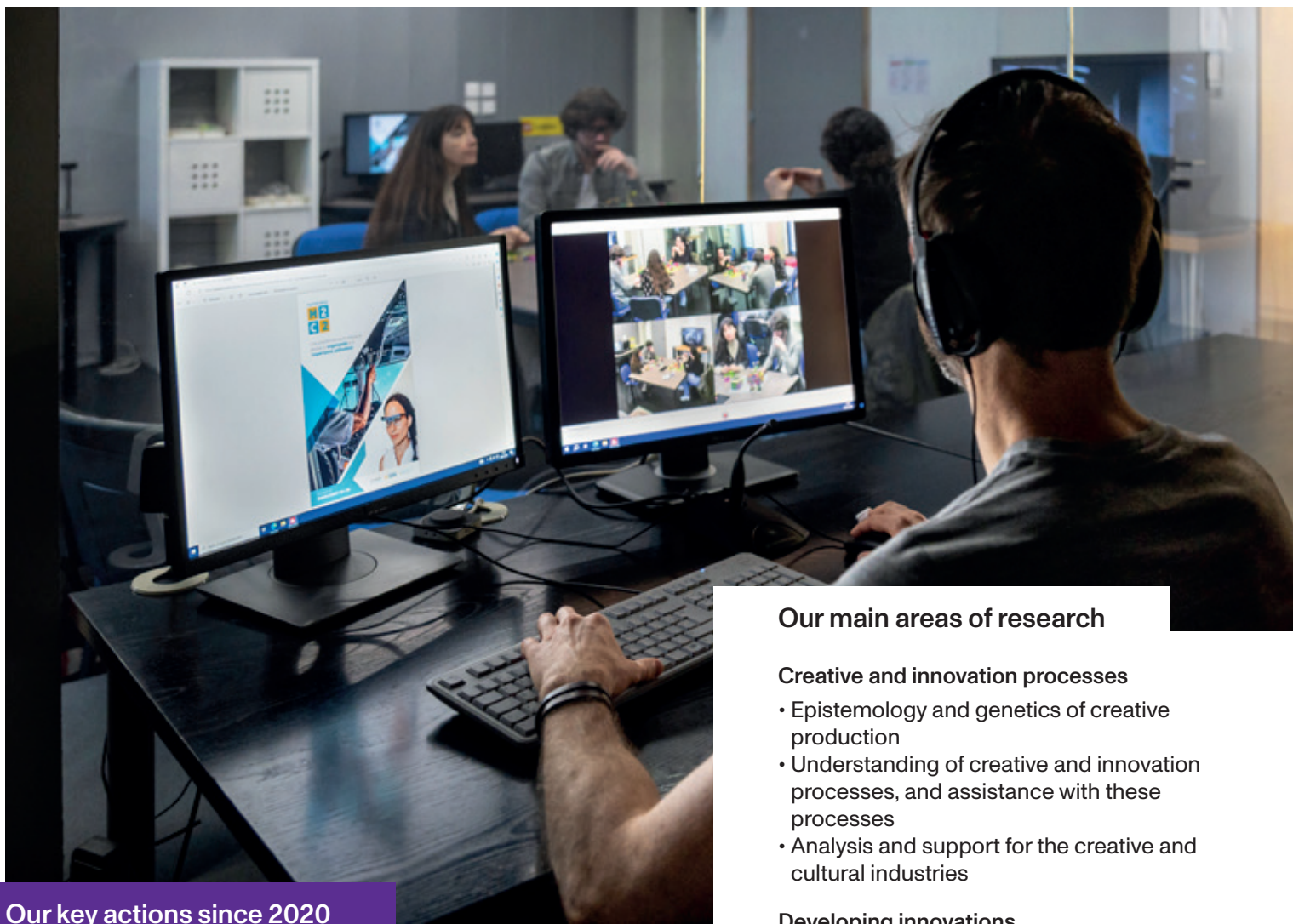
Research centre for psychology and neuroscience (CRPN)

Institute for movement science - Étienne Jules Marey (ISM)

Computer science and systems laboratory (LIS)

more than 200 staff

Aix Marseille Université
CNRS



Our key actions since 2020

«Initiation» call for research projects («Amorce»)

enables the funding of interdisciplinary, interlaboratory 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

23 Initiation research projects

107 Flash projects

5 PhD contracts

15 one-year postdoctoral contracts

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

- Health
- Education
- Workplace

Engagement with the socio-economic and cultural sectors, digital and societal transformations

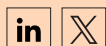
- Entrepreneurial, artistic and foresight-oriented support
- Digital transformation, cybercreativity and cybersecurity
- Arts, Science and Society

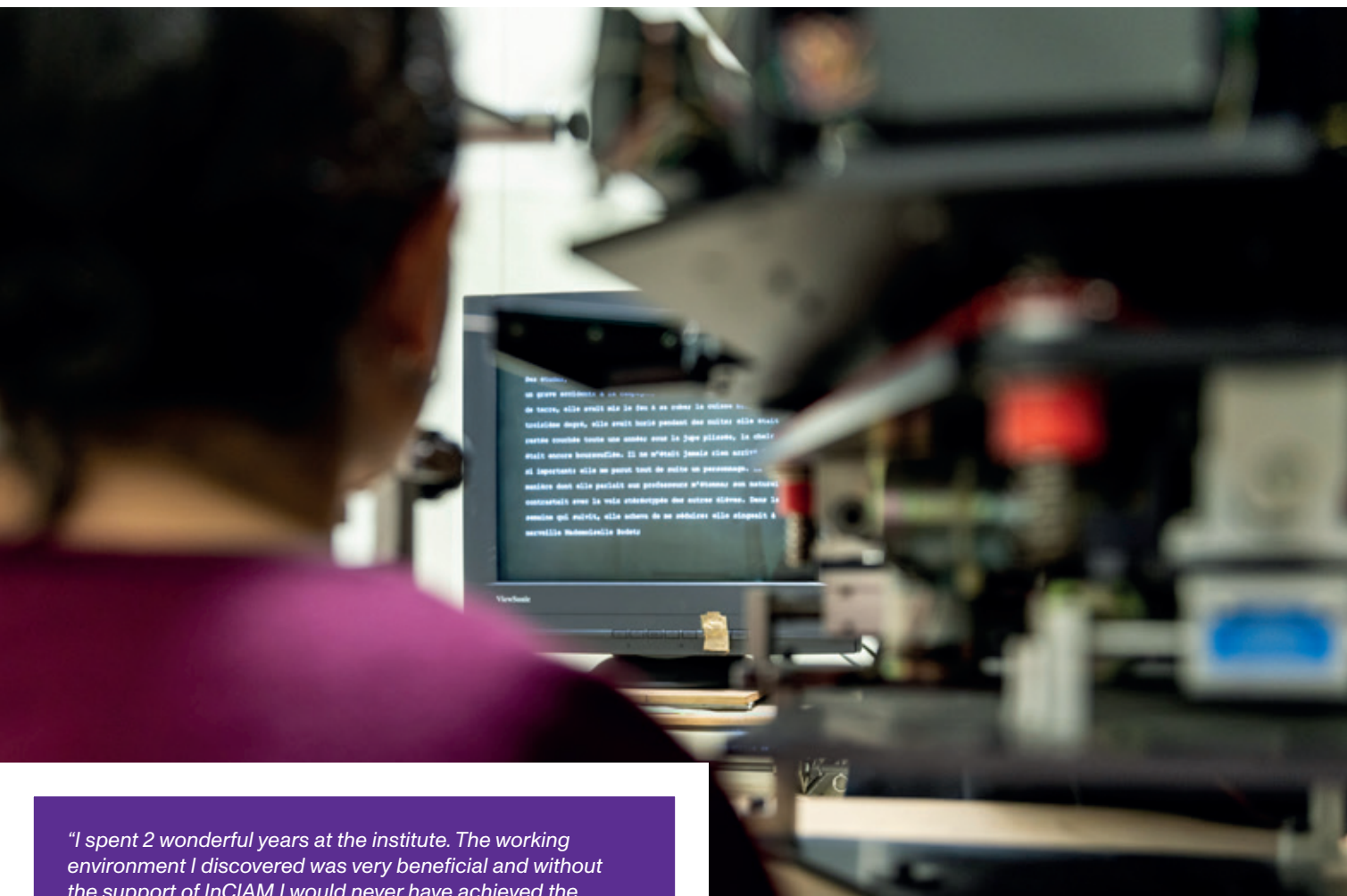
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"I spent 2 wonderful years at the institute. The working environment I discovered was very beneficial and without the support of InCIAM I would never have achieved the results I did. I hope to continue experiencing InCIAM's stimulating atmosphere,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



Carlo Baghetti,
Postdoctoral student



InCIAM partnerships



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

Our key actions

Organising or supporting R&D events

InCIAM R&D Week

Participation in or support for seminars promoting links with the socio-economic and cultural world

Humanities, Sciences and Business
seminars of the ALLSH faculty

Work, Temporal values, Technique'
3T seminars of the Laboratory for
economics and sociology of work (LEST)

Methodology seminars
designed by InCIAM

"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

Internationally

Vaud University of Teacher Education

International Society for the Study of Creativity and Innovation

In France

Airbus

CESPA (French Armed Forces Epidemiology and Public Health Centre)

CREA (French Air Force Research Centre)

Thalès

Orange

In the Aix-Marseille area

Inter-Made - Social and Solidarity Economy Incubator

Seres Technologies

Gustave Ei el University (Salon-de-Provence)

Crococ Go Digital - Local incubator

Ergogénèse

Regional social work institute (IRTS)

Start-ups: Fantastic Sourcing, Axyn Robotique

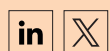


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Cynthia Lopez-Bagousse

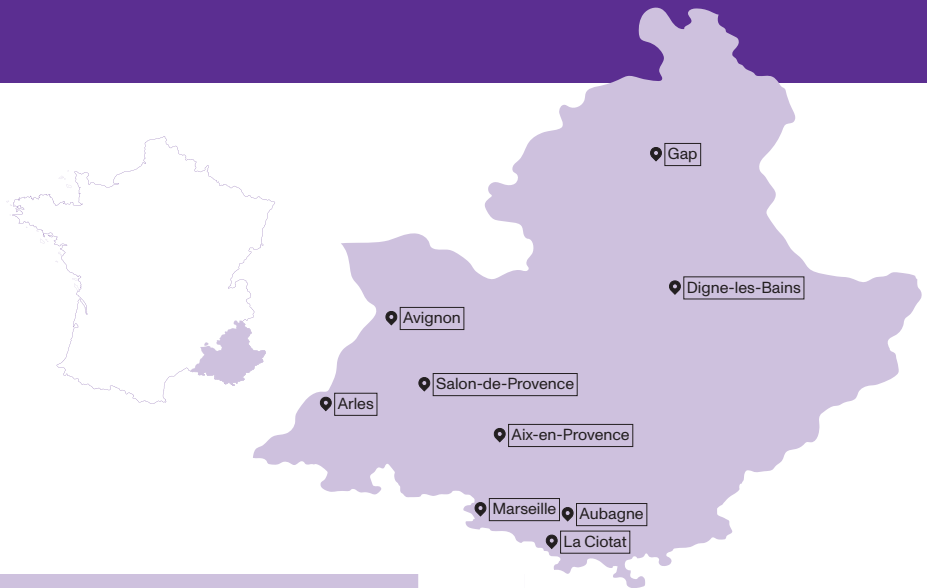
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The InCIAM institute
brings together
teams on 11 university
and scientific sites



Jas de Bouffan site



Saint-Charles site



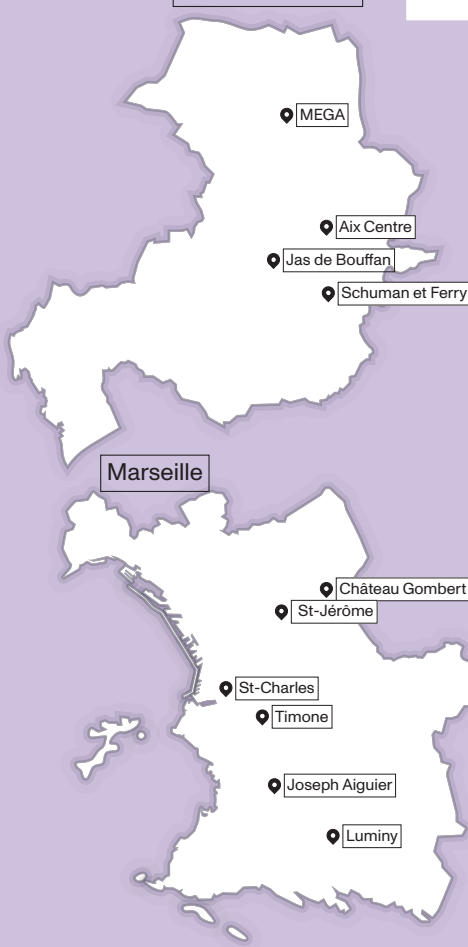
Timone site



Joseph Aiguier site



Aix-en-Provence



MEGA site

Aix Centre site

Main sites: Schuman and Ferry



Saint-Jérôme and
Château-Gombert sites



Luminy site



The Aix Marseille Université institutes are coordinated by the Amidex foundation

amidex Aix
Marseille
Université



Aix Marseille Université institutes: facilitators to strengthen the research-training link, interaction with the economic and cultural world, interdisciplinarity and internationalisation around twenty or so strategic fields of research. Their core unifying role: training a new generation of academics to meet the scientific and societal challenges of our time!

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

amU Aix
Marseille
Université



Inserm



Centrale
Méditerranée

sciencespo.aix

Hôpitaux
Universitaires
de Marseille ap
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