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Culture & Creativity Days

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**FUNDACIÓN ÉPICA**  
LA FURA DELS BAUS

**Innovation through Art, Science and Technology**

Fran Iglesias, General Manager



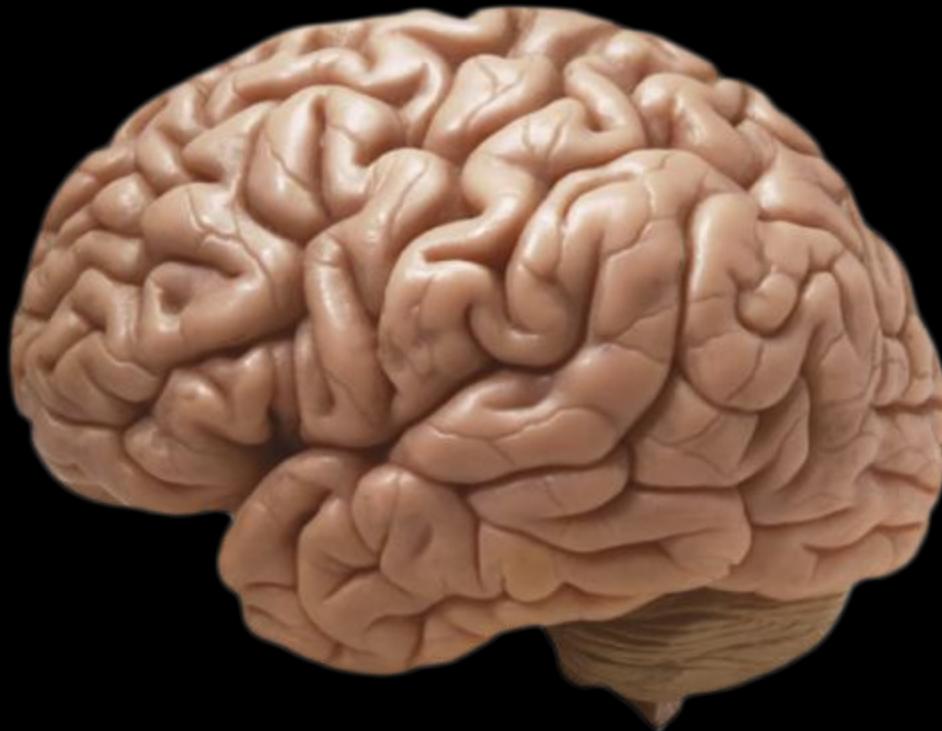


Fundación Épica La Fura dels Baus | C/ Eduard Maristany 293 Local C, 08912 Badalona









# FUNDACIÓN ÉPICA

## LA FURA DELS BAUS

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# Mission

**Position the Cultural and Creative Industries** as a relevant agent, together with science and technology, in the R & D & I processes necessary to face the global challenges of the 21st century.

# Vision

**The horizontal collaboration** between Humanities, Science, Technology and Society as a key element to foresee, define, validate, bring closer, transfer the ever closer and more variable future.





SCIENCE

KNOWLEDGE

RESEARCH

TECHNOLOGY

ENABLERS  
BUSINESS OPPORTUNITIES

INNOVATION

ART

FUTURE VISIONS  
CRITICAL THINKING

DISRUPTION

SOCIETY

CONTEXT AND MEANING

RESPONSIBLE



# **DISRUPTIVE and RESPONSIBLE RESEARCH and INNOVATION**



# NEW CHALLENGES & OPPORTUNITIES IN **THE BOUNDARIES**





# THE POWER OF ANTICIPATORY ARTS

**Horizontal collaboration**  
between *Humanities,*  
*Science, Technology, Arts*  
*and Society*

## APPLIED FUTURE DESIGN



FAKE REALITIES

## HUMAN-CENTERED SIMULATIONS



SAND-BOX FOR  
VALIDATION



# SOCIETY AS A NEW ACTIVE PLAYER

AUDIENCE CENTERED  
EXPERIENCES





# SOCIETY AS A NEW ACTIVE PLAYER

## AUDIENCE CENTERED EXPERIENCES





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LA FURA DELS BAUS

Thank you!