Concept of Incubator of Culture Through Design Thinking Process

Introduction

There is considerable interest in design thinking for problem solving in different types of organizations. To achieve high efficiency of implementing innovation and solving wicked problems, design thinking offers a simple process which helps to bring new concepts to reality. And yet, design thinking is rather new tool for exploring new ideas for diverse variety of representatives on administrative, managerial, and scientific levels regardless of business or nonprofit organization type. Design thinking has several different perspectives. It is perceived either as a cognitive style (Simon, 1973; Rittel and Webber, 1973; Schön, 1983; Cross, Dorst, and Roozenburg, 1992), or general design theory (Buchanan, 1992), or as an organizational resource (Martin, 2009; Brown and Wyatt, 2010).

One way to accomplish a multi perspective of design thinking framework is to incorporate business model. The business model approach enables to identify the factors which present the greatest impact on the operating logic of the company or organization. For example, Petrovic et al. (2001) explain in their business model the logic of creating value through business system. Osterwalder and Pigneur (2010) show the business model as a conceptual tool containing a set of elements and their relationships, and allowed to characterize the business logic of a particular company. However, few studies have focused on implementing business models in nonprofit organizations, especially the ones operating in the cultural and creative industries.

There is a growing need to reconcile the global discourse around the cultural and creative industries with the needs of local society in building both creative spaces and initiatives. In relation to the local cultural and creative industries in the city of Szczecin, Incubator of Culture was established to bring together artists working in the field of culture, arts and
heritage. Activity concentrated in the Incubator of Culture of individual artists and nonprofit organizations should contribute to increasing the potential of the regional cultural diversity and its ability to implement innovative concepts that improve life of local society.

The present paper presents a case study model of Incubator of Culture on regional market - Szczecin in Poland. On the basis of this case study model design thinking was implemented to create meaningful change in a local society on cultural level. In this study, we used design thinking to build organizational business model and to enhance local artists in getting into a creative process of emerging creative community. The findings demonstrate a variety of drivers and combinations of factors which determine success in non-profit cultural organization on regional market.

References:


