

Vision and Mission. Art + Tech Society is a new foundation established in Eindhoven since 2019 that envisions a future where natural environments are sustainable and positively impacting the well-being of all beings. In this future, people are aware of the intrinsic value of the natural environment and develop a sense of belonging and care for it. They become more self, socially- and environmentally- aware of their contribution and impact, as individuals and part of a collective, resulting in greater respect for other people and cultures and create healthier lifestyles.

In this “new” society, **Art** is the most important ingredient that helps us make sense of the new world and provides a common purpose. It is a catalyst for solutions that become tangible when combined with **Technology**. Together they allow people to reflect, express themselves, explore new ideas and find new solutions that pursue the sustainability of natural environments and the well-being of all (humans and other natural beings).

Art + Tech Society (A+TS) knows that we need to think and act differently to create a better future. Therefore, in a humble way, wants to contribute for the creation of this envisioned future by *shifting the mindset* of people whom we are in contact with. For this, our activities focus on making participants of our events, analyze and reflect about our current paradigms (or mental models) and make them conscious when taking decisions or envision different futures. We know that shifting minds will eventually develop into a network of new ideas and projects that slowly create the desired impact. And we don't want to be alone, thus, we are inviting more people and organizations to join forces (and co-develop projects together).

As a first simple step, we want to make Eindhoven a humanly prosperous and participatory city while being conscious about our impact on natural environments.

A+TS Programs for 2020 and its complementary approach. A+TS' ambitions are not small; however we have started with two complementary programs: “**Cultural Expeditions**” are public and monthly events like lectures, workshops, open discussions in which our audience can reflect on societal paradigms and start proposing alternative paths. From September onward, we cover the topic: “Technology and Smart Societies” where people will reflect over the role of technology to build a better society while positively impacting natural environments. The second program “**Future Making Lab**” is composed by a community of multi-cultural and multi-disciplinary young people where tangible solutions to make Eindhoven a more humanly prosperous and participatory city are being created. This program has already two running projects: “Connecting Eindhoven” (which is a city game to make newcomers meet new people and get to know the city in a funny way) and “Equal Table” (which is a platform where societal topics of common interest like bullying, discrimination, are being discussion among people from different cultures and disciplines in order to create empathy). In 2021, we aim to start a new program called “Future Making Think Tank” where a team of city leaders and representatives of the society will bring new solutions about how to make Eindhoven a more humanly prosperous city while caring for nature.

Our organizational objectives for 2020 and 2021:

- To create reputation within the Eindhoven region as an open, creative, and inspiring organization where reflection and empowerment of people takes place.
- To activate organizations and empower a community of multidisciplinary and multicultural young citizens to start creating the city they love to live in.
- Learn by doing in order to improve our concept and increase our impact.

Social Media as a way to keep our audience informed. Our main audience, which is the public that join our events or is part of our society, is people who live and work or study in the Eindhoven region. These are two groups:

- a) 18+ students of international institutions like the Technical University Eindhoven (TUE) and Design Academy Eindhoven (DAE) and
- b) highly educated professionals between 25- and 45-years old working in the local high-tech industry.

Most of them are coming from abroad (expats); though, some of them are Dutch people as well. All of them are curious about the “art” and “tech” combination and interested in our concept.

We use English as the language to communicate with our audience and promote our activities or events. For this, we use different channels: [Our website](#) where people can subscribe to our monthly newsletter, sent via Mailchimp (more than 550 subscriptions), Facebook page (150 followers but we post on different groups), Instagram account (135 followers), Meetup group (more than 500 members) and LinkedIn page (few followers). We make an Eventbrite event for almost every public activity we run. But also and sometimes, our local partners like Kazerne, Baltan Laboratories or the Temporary Art Center promote our activities as well. In general, we use all these channels to

exclusively inform and not yet to communicate, neither to incentive/encourage new behaviors. We are planning to do it soon.

We have observed (without facts) that after seeing our promoting material on different channels, people interested on them, visit our website to know more about us and some of them subscribe to our newsletter. But few people have contacted us and the number of subscriptions has remained the same for some time, though we are still very active.

Objectives of our website: We aim to be visible on internet, showing our visitors in a creative, simple and elegant way, the most relevant information about us, so they can be interested on our concept, program and activities, and finally they subscribe to our newsletter and join our events. We also encourage them to contact us.

Website visitor analytics: We have not collected info so far. We run with limited human resources.

Current team and resources: Shaping A+TS has been a personal and professional journey of [Mayra Ortega-Maldonado](#) (A+TS Director and Sustainability Expert), supported by [Luis Ferreira](#) (A+TS Future Making Lab Manager and Creative Technologist) and we have a team of volunteers whom support A+TS by spending few hours per week on diverse activities. *Himanshi Allahabadi, just graduated MSc on Data Science in Engineering, is part of the social media team and is enthusiastic to be part of this event.*

And, as a just started foundation, we run with very limited financial resources.

The UX case

Being an organization that has just started and busy developing new programs and creating reputation, we have not put so much attention on creating a good website. Thus, we are pleased to have feedback from the UX design/research perspective. Our questions are:

- Does our website look formal (professional) and have a logical structure for the user?
- Does it meet its objectives? Is it “inspiring and inviting” our visitors to subscribe for our newsletter, join our events or contact us? If not, how can it be improved?
- Strategic question: Do you advise us to make the website the central communication platform linked to other known platforms like Facebook, Instagram, etc?. Is it feasible to do this with limited resources?