

# Innovation in the Arts and Humanities

## Learnings from a Strategic Project at Cambridge Enterprise

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Arts, Humanities and Social Science Project Lead

# Cambridge Enterprise

Cambridge Enterprise Ltd is the commercialisation office of the University of Cambridge.

Cambridge has a reputation as a leading innovation ecosystem in the UK, attracting technology and life science investors, entrepreneurs and experts to work with our researchers.

Cambridge is also a heritage hub with world-class libraries, art collections and museums, as well as a thriving creative technology and gaming scene.



# Project Lead Arts, Humanities and Social Sciences



Dr Emma Salgård  
Cunha

- Academic background in literary studies.
- Postdoc work includes arts for health initiatives
- Established undergraduate practicum courses linking with London and Oxfordshire museums and galleries as part of Middlebury Museums Studies Oxford.
- Worked as a consultant for UK Social Enterprise start-up Causeway Education
- Returned to academic managing outreach projects in the Cambridge School of Arts and Humanities
- Now heading up the Arts, Humanities and Social Sciences project at Cambridge Enterprise.

# Why engage with innovation and research commercialisation?



Impact and public engagement at scale



Desire to work creatively with non-academic partners



Financial sustainability for projects, beyond grant funding



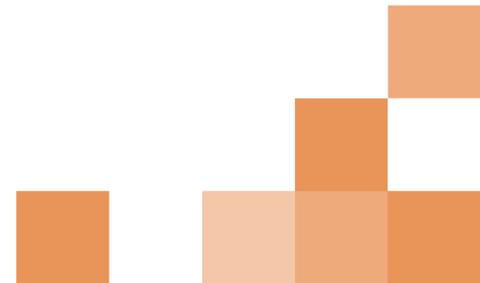
Entrepreneurial, alternative-academia approach to research

## What our researchers needed from us:

Structural and cultural support within the University



Case studies to show what is possible in arts innovation



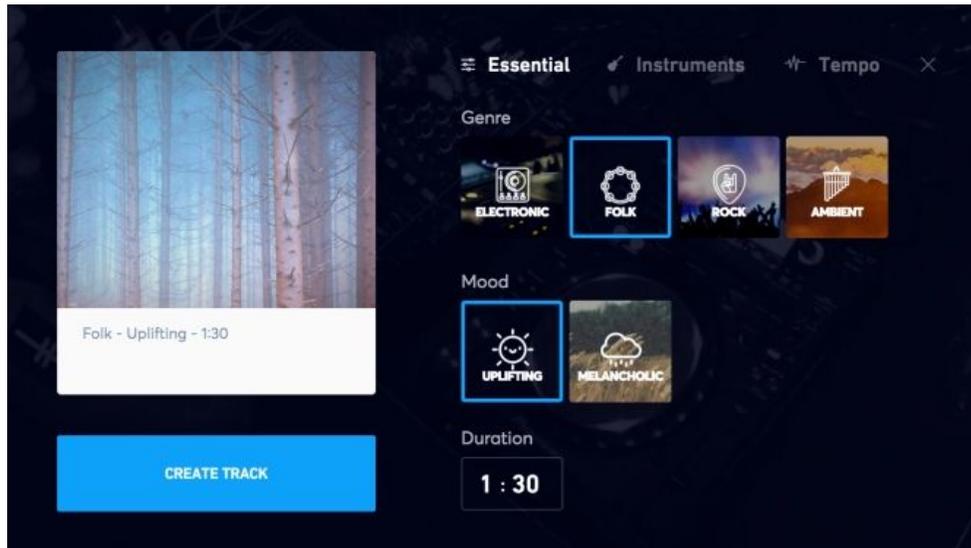
# Arabic Children's Toolkit

- Research-led tools for bilingual children
- Developed by Dr Saussan Khalil, Language Teaching Officer in Arabic Language at Cambridge's Department of Asian and Middle Eastern Studies
- Khalil created the social enterprise start-up Kalamna CIC
- Cambridge Enterprise supported translational funding bids and collaborated to produce the new toolkit



# JukeDeck

- Classical choral composer and doctoral researcher Ed Newton-Rex was inspired to explore AI-generated music after attending computer science lectures with his girlfriend.
- Jukedeck, a 2018 University of Cambridge spinout, developed the MAKE AI tool for individuals to create their own music using common parameters.
- Acquired by Tiktok in 2020 for undisclosed sum.



## CERCAA

**CERCAA** is a social enterprise\* focussed on preserving and teaching North African and European vernacular local architectural skills for master artisans, the construction industry, architectural students and the public.

An innovation grant and charitable funding awarded to researchers Dr Michael Ramage and Dr Wesam al Asali allowed them to develop workshops and trainings for artisans and builders, using traditional techniques such as vaulting and tiling.

This formed the basis of a project to create a self-sustaining social enterprise, with Wesam as CEO.

The UK incorporated company has its first projects in Spain, Syria and Kenya.



Conocimiento Tradicional Para Desafíos Ambientales

# Our arts and humanities initiatives



Innovation Week is a training programme and challenge for researchers to take first steps towards developing a product or service for non-academic audiences

Creative Cambridge is a networking initiative to bring together creative practitioners, tech experts and arts researchers for collaboration and knowledge sharing.

**Thank you!**

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