

ОБРАЗОВАТЕЛЬНЫЕ
ХАКАТОНЫ –
ИННОВАЦИОННАЯ
ПЛАТФОРМА ДЛЯ
РЕШЕНИЯ
КРЕАТИВНЫХ ЗАДАЧ





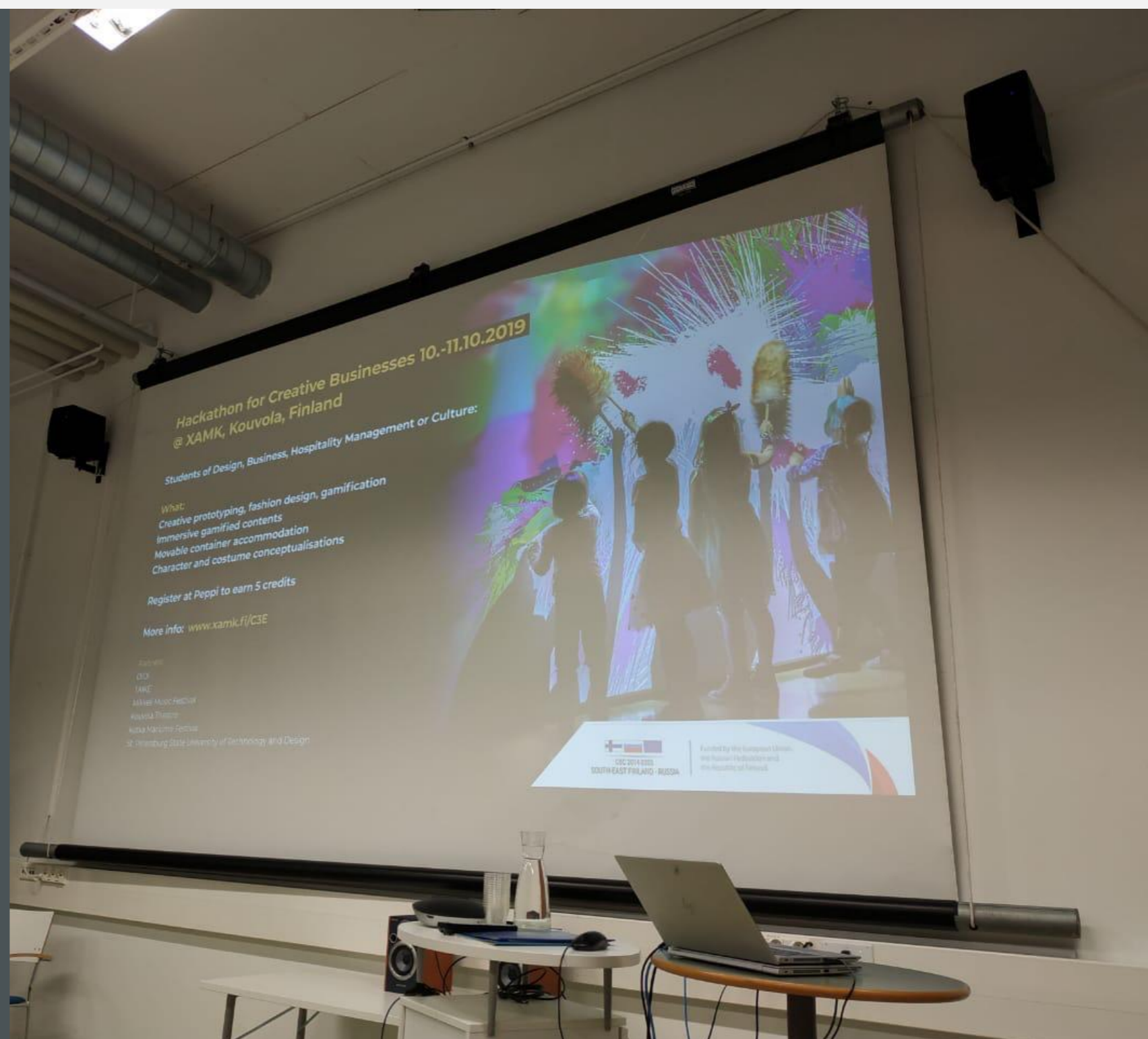
**ХАКАТОН = «ХАКЕР»
(ПРОГРАММИСТ) +
«МАРАФОН»**

I ХАКАТОН ДЛЯ КРЕАТИВНЫХ ИНДУСТРИЙ

- ХАМК, Коуволла

10-11 Октября 2019

- Состоялся в рамках проекта «**Организация кросс-культурных мероприятий**»(СЗЕ) реализуемого в составе Программы приграничного сотрудничества Россия — Юго-Восточная Финляндия для студентов по специальностям:
 - дизайн одежды, графический дизайн, дизайн игр и мультимедиа, дизайн пространственной среды, сервис-дизайн, маркетинговые стратегии и бизнес



Hackathon for Creative Businesses 10.-11.10.2019
@ XAMK, Kouvola, Finland

Students of Design, Business, Hospitality Management or Culture:

What:

Creative prototyping, fashion design, gamification
Immersive gamified contents
Movable container accommodation
Character and costume conceptualisations

Register at Peppi to earn 5 credits

More info: www.xamk.fi/C3E

Partners:

UOJ

XAMK

Mäkelä Music Festival

Kouvola Theatre

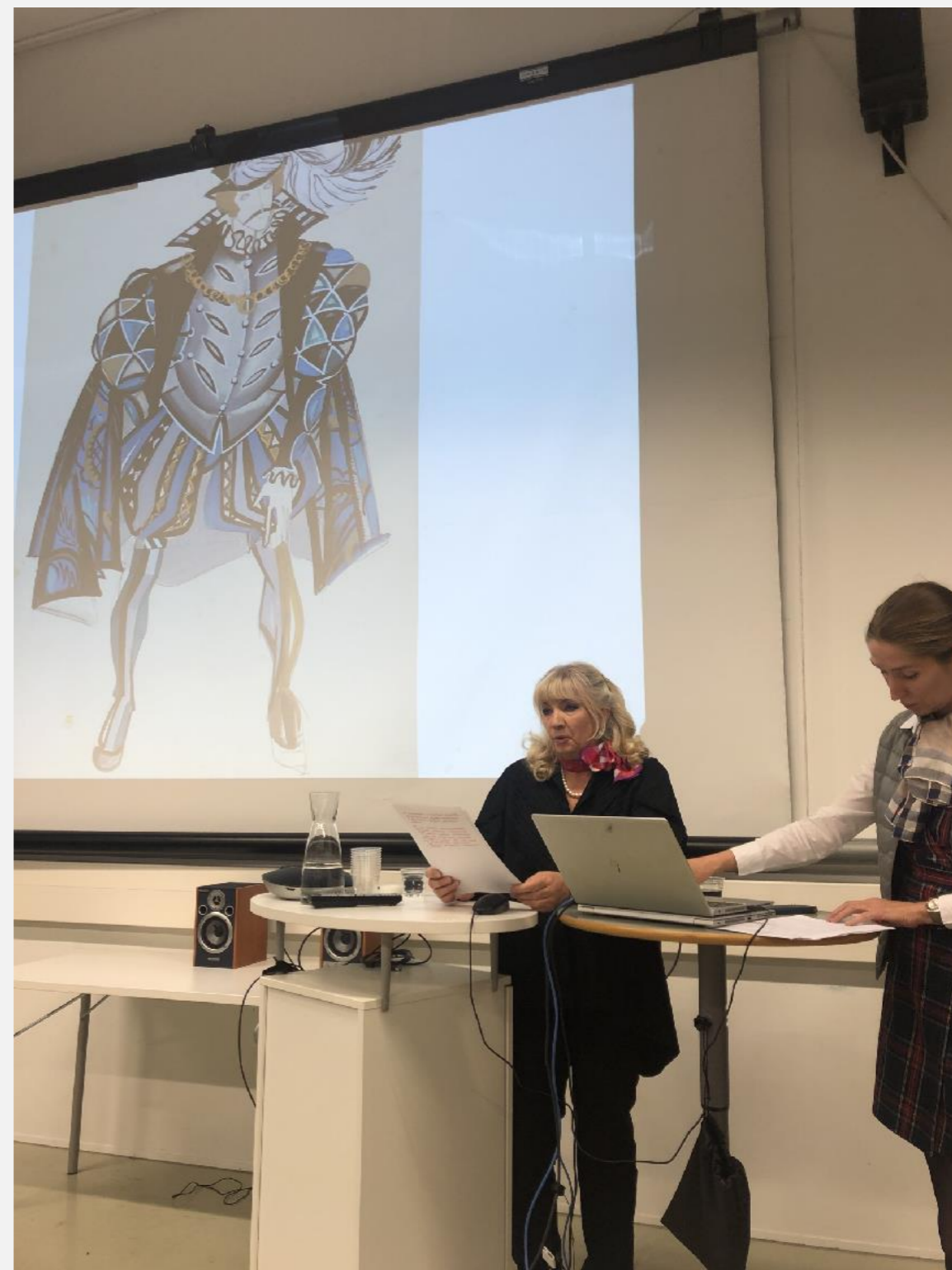
Kotka Maritime Festival

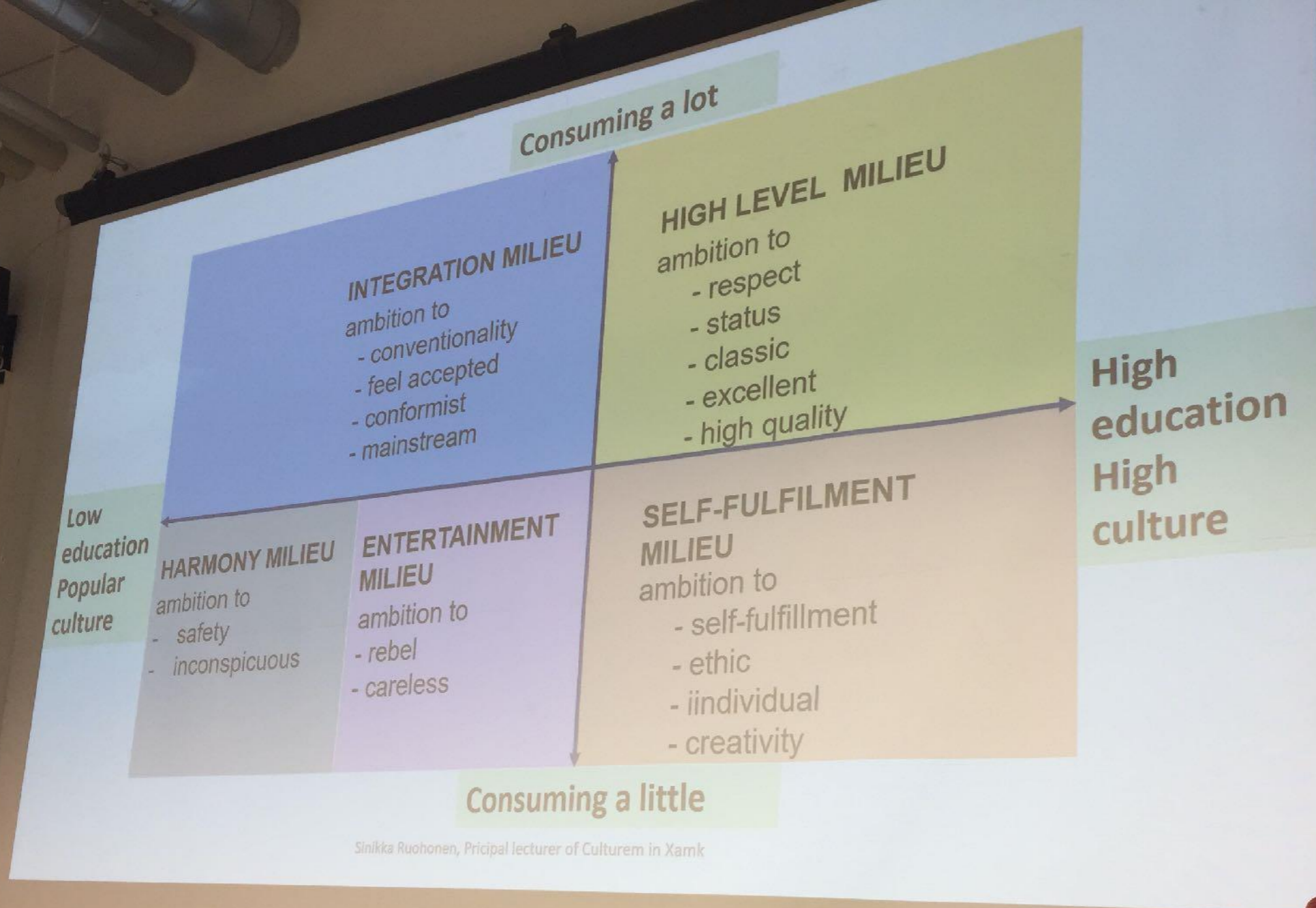
St. Petersburg State University of Technology and Design

CSC 2014-2020
SOUTHWEST FINLAND - RUSSIA

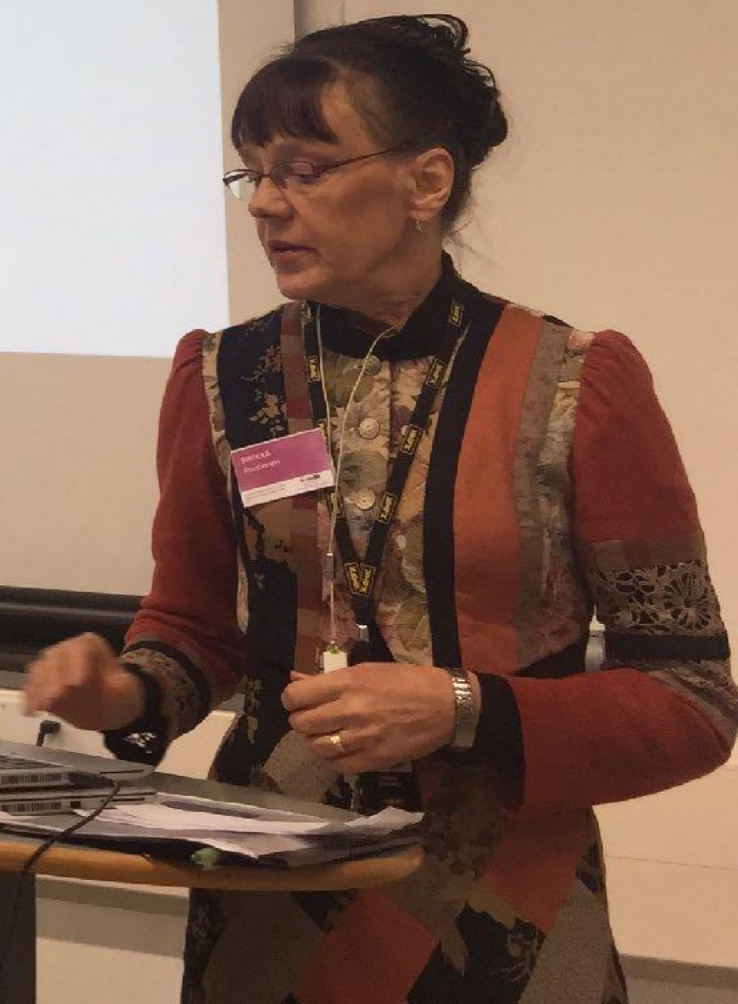
Funded by the European Union,
the Russian Federation and
the Ministry of Education

ПРЕЗЕНТАЦИИ ПРИГЛАШЕННЫХ
ЭКСПЕРТОВ ПЕРЕД НАЧАЛОМ
РАБОТЫ В ГРУППАХ



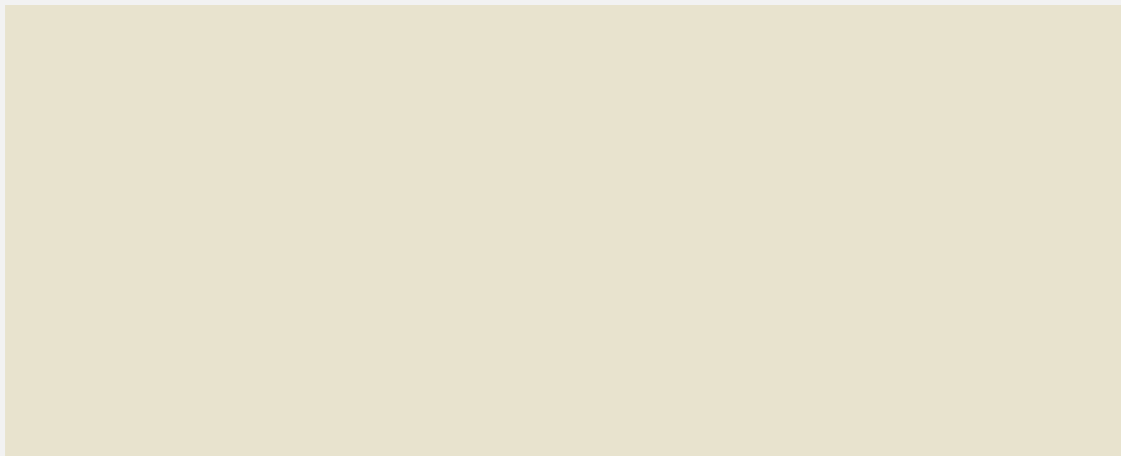


Sinikka Ruohonen, Pricipal lecturer of Culturem in Xamk







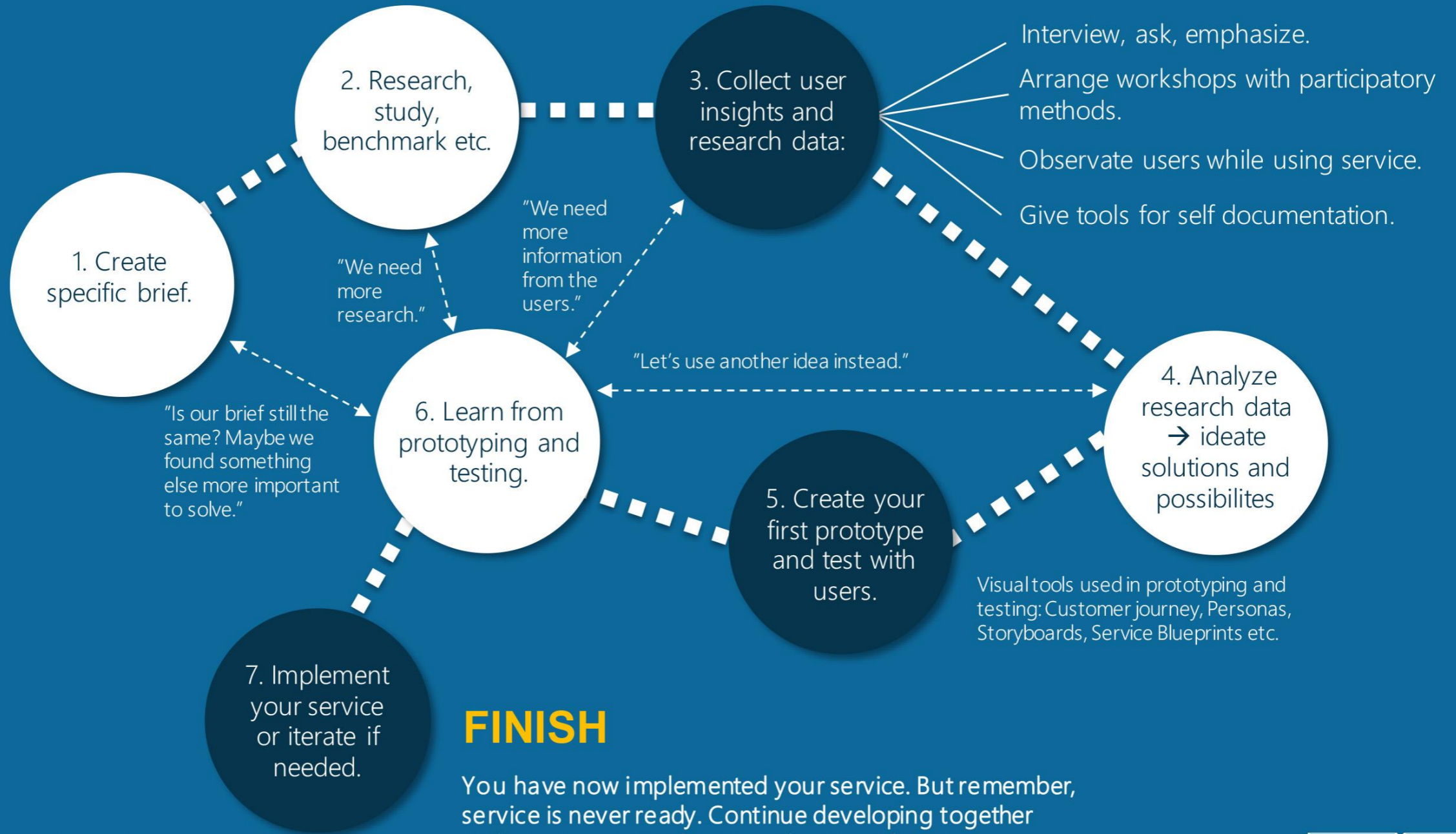






START

Service Design process game board.



FINISH

You have now implemented your service. But remember, service is never ready. Continue developing together with service users: observe, ask, test and so on.

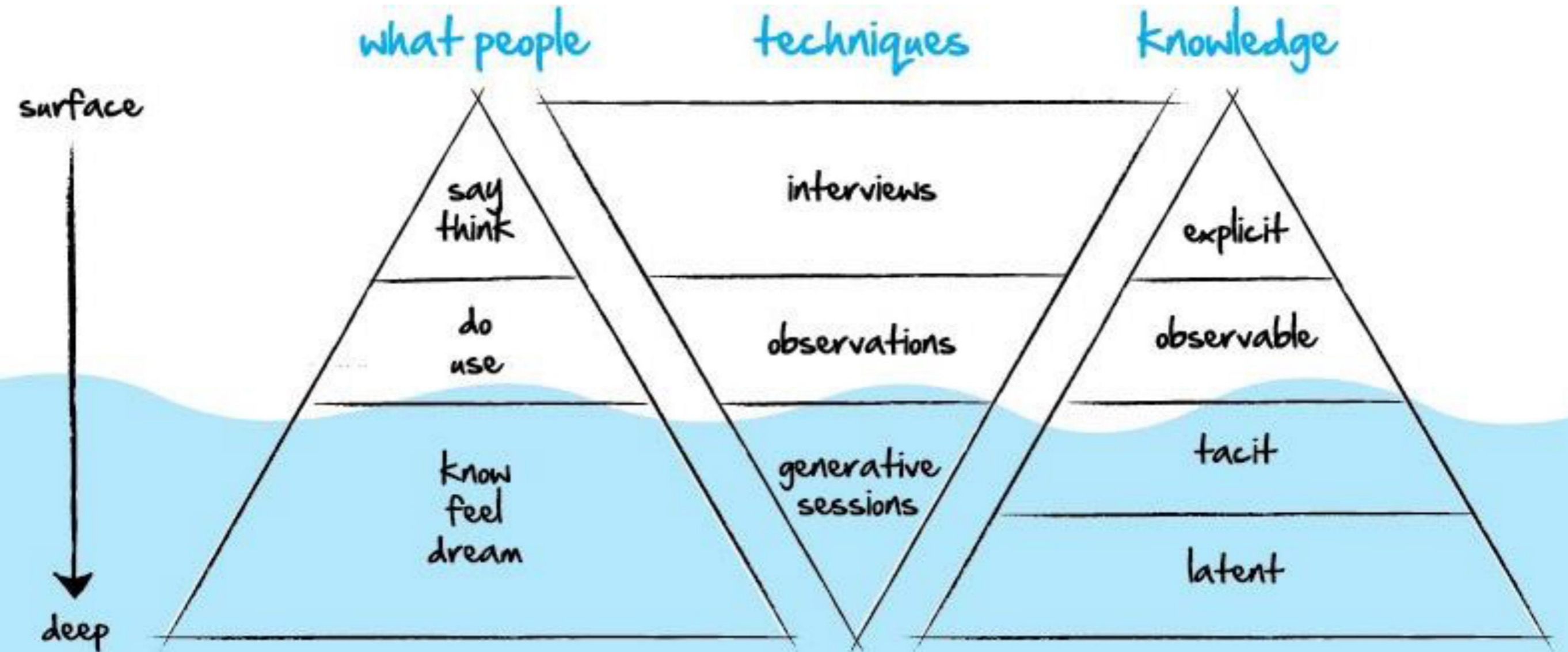
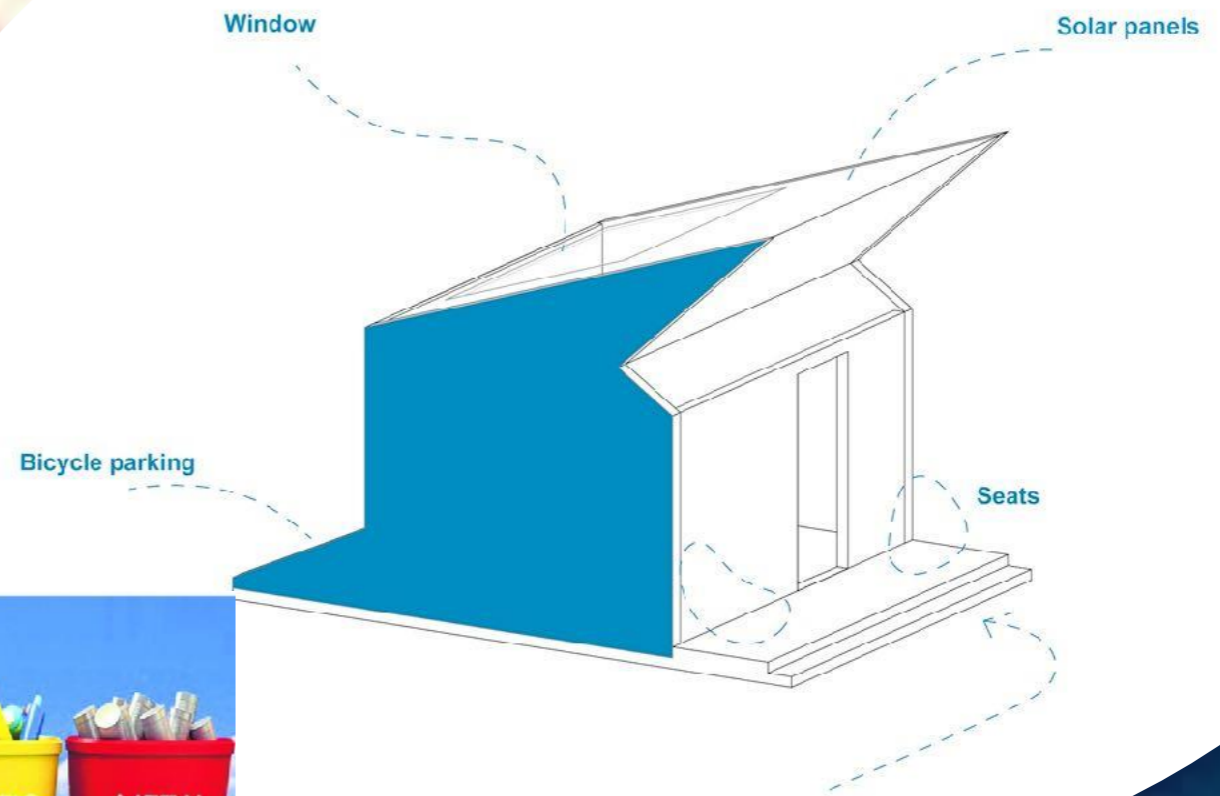


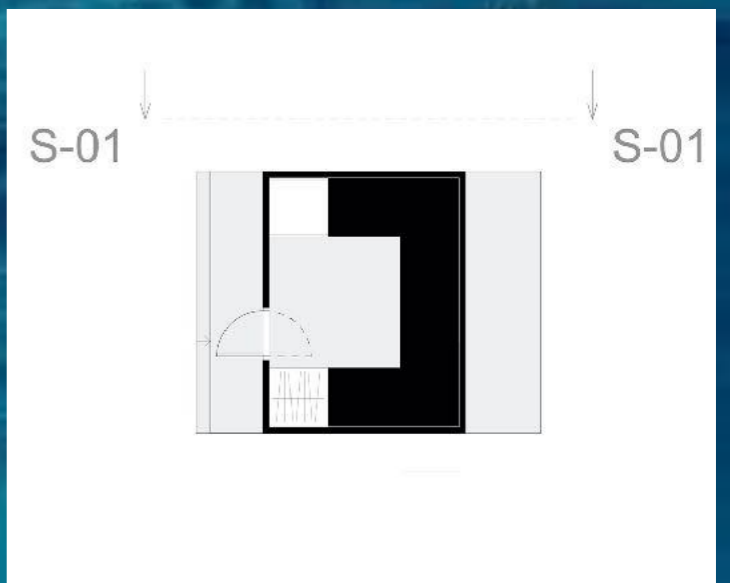
Image source: Convivial Toolbox, E. Sanders, P.J. Stappers

Waste
segregation



GBGB CABIN FOR KOTKA MARITIME FESTIVAL

GP GP = Great Pacific Garbage Patch



OUR SOLUTION

Up to 400-500 people

The festival train



What are you up to?

from KOUVOLA

Search by Themes

Featured Items



Kotka Maritime Festival
23.-26.7.2020
30euros / 1



Helsinki Rock Fes
3.-7.8.2020
40euros / 1

Search by Calender

MAY

M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12

9:41

Reset Filters Done

PASSENGERS: 1

THEMES

All ages Exotic Folk Rock

Classic Adventurous Romantic

SORT BY

Top Rated ✓

Nearest Me

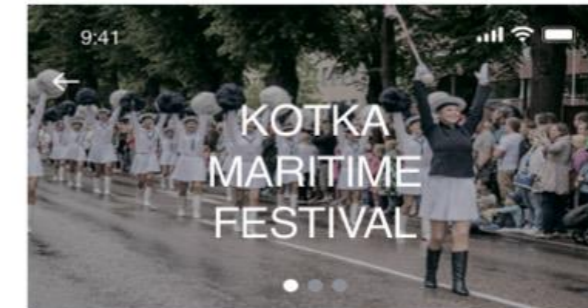
Cost Hight to Low

Cost Low to Hight

PRICE

\$0.00 \$250.00

SEARCH THE BEST TRIPS



Rooms for 6 people

- Sweet breeze in Lemon jungle
299 LeventBesiktas
4.9 (120 ratings) more info
- Adventure for kids
299 LeventBesiktas
4.9 (120 ratings) more info
- Family-oriented cozy room
299 LeventBesiktas
4.9 (120 ratings) more info
- Party with friends



BENEFITS

1. Affordable

Individuals : 30euros
-low budgets
-looking for adventures
-sns

Couple : 50euros
-cozy, private
-want to be together

Groups of people (4-6) : 70-100euros
-traveling with friends/kids
-having parties
-low budgets

Customer grouping

Group name



Suggestion



30 euro



50 euro

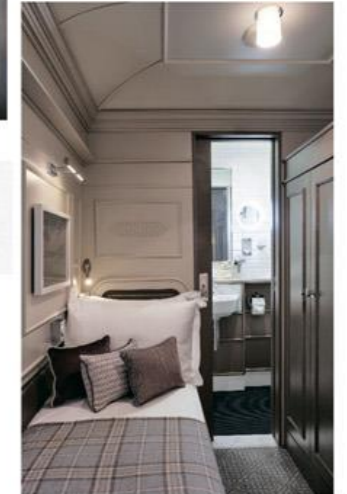


70-100 euro

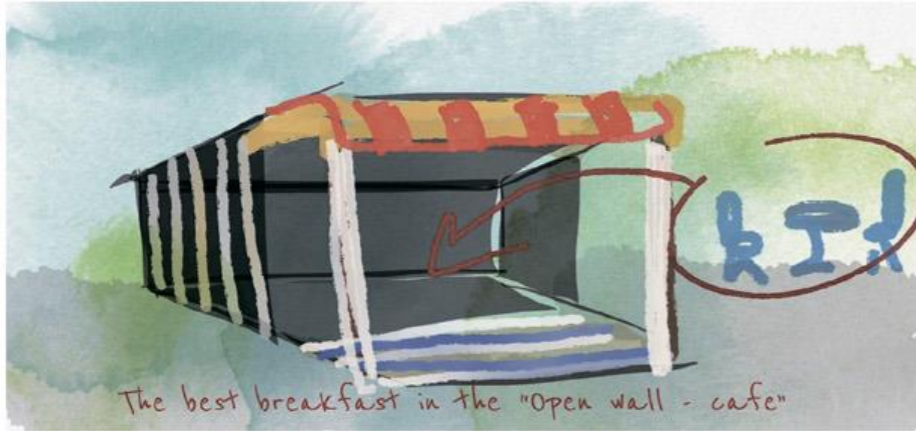
2. Convinient



Interior collage



Open Cafeteria



3. Flexible

4. Bridge between travelers and locals (center of the Festival)

Local shops / Flea market



EXTRA VALUE



**Other Events
or Companies can
Advertise their products**

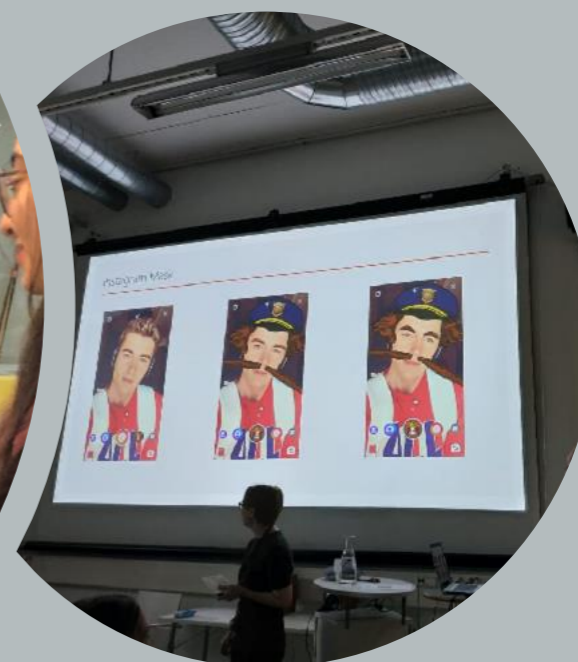


**Collaboration with
local museums
(ex. historical sites)**





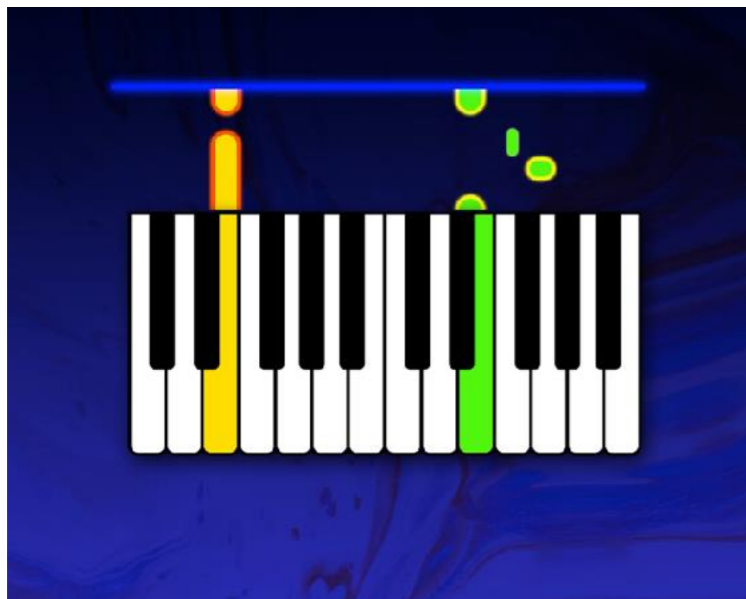
ЗАЩИТА ПРОЕКТОВ



РАЗРАБОТКА ИГРЫ В СТИЛЕ КОМЕДИИ ДЕЛЬ АРТЕ
ДЛЯ ТЕАТРАЛЬНОЙ ПОСТАНОВКИ (КОУВОЛА,
ФИНЛЯНДИЯ)



МУЗЫКАЛЬНЫЙ ФЕСТИВАЛЬ В КОТКЕ (КОТКА MARITIME FESTIVAL)



«СИНЕСТЕЗИЯ»—МУЗЫКАЛЬНЫЙ
ФЕСТИВАЛЬ В МИККЕЛИ



СПАСИБО
ЗА
ВНИМАНИЕ!