

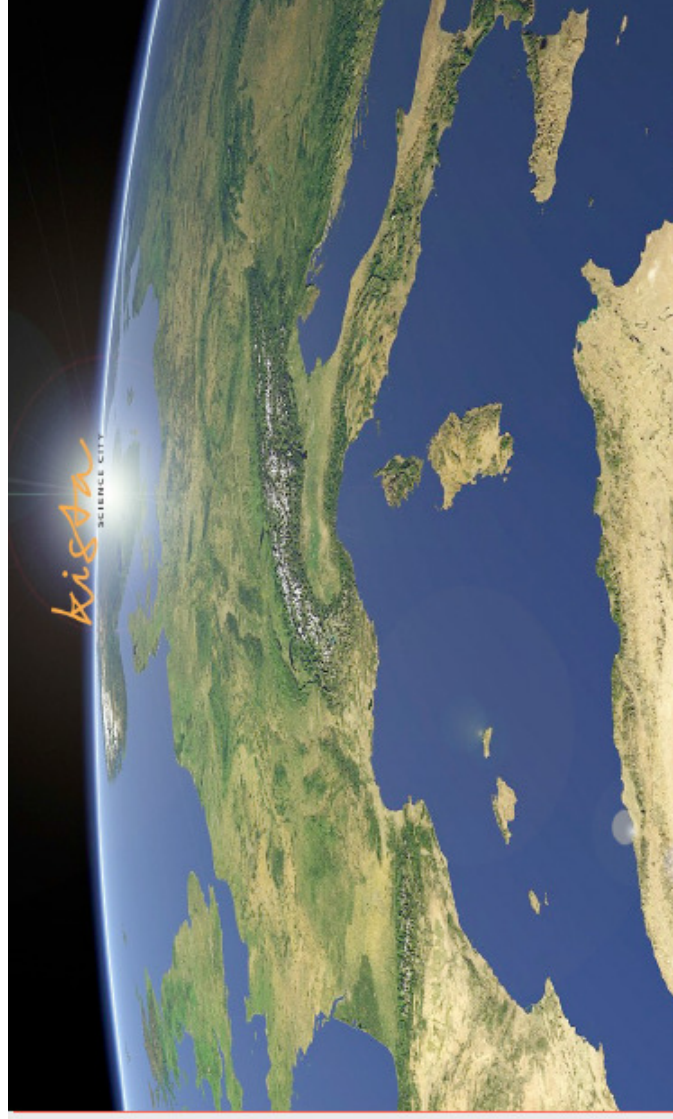
## Kista Science City

- 35 years of innovation and growth

The foremost sector in Kista is ICT (Information and Communication Technology). Figures show that few places on the planet can demonstrate the same high concentration of expertise, innovation and business opportunities within ICT

Ericsson, Microsoft and IBM are just some of the major ICT companies to have established a presence in Kista Science City.

There are currently almost 1,100 companies, 6,800 university students and 1,100 researchers within ICT in Kista. Ninety percent of the ICT companies are export companies, a very high figure compared to other sectors. This clearly shows the huge importance of Kista and the ICT sector to growth in Stockholm



**DAC** *kista* SCIENCE CITY



# DSV Outreach, DAC opens 2014 in the NOD block, Kista.

Department of Computer and Systems Sciences  
Stockholm University

## **Vision**

DAC will become Northern Europe's leading creative center for inspiration, knowledge and innovative developments in the arts, ICT and society, thereby contributing to increased Swedish competitiveness in business, education and innovation.

## **Mission**

DAC will sell communication and knowledge of future creative technology and culture.

## **Contents**

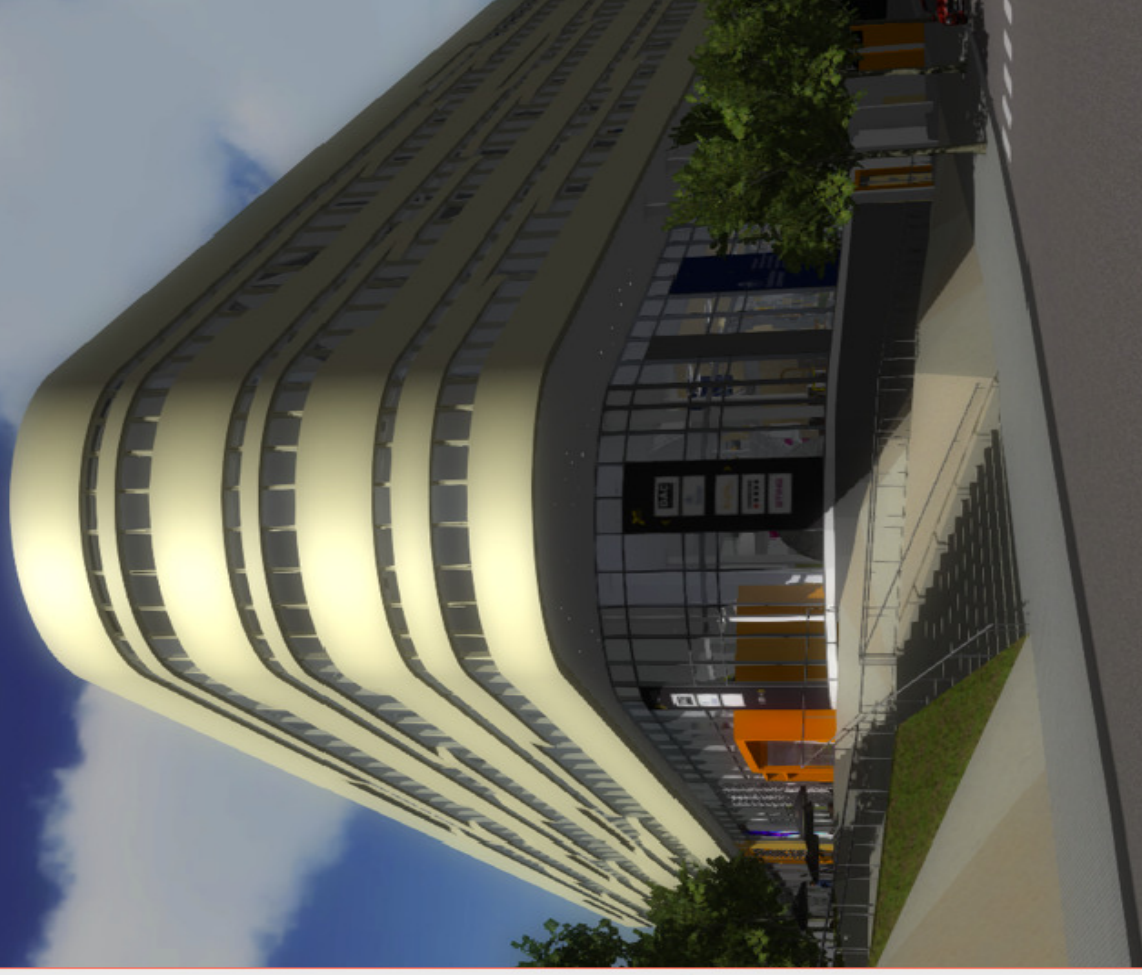
DAC will present inspiring exhibitions and provide a space for learning, creating and for meetings

"The most enduring innovations combine art and science"

— Steve Jobs

# DAC

# engage in tomorrow



## Public arena

DAC will be centrally located and easily accessible in one of Europe's largest ICT districts; Kista Science City.

Visitors encounter an inspiring exhibition environment where a staffed reception provides information, literature, media, prototypes and various types of goods and services relevant to DAC. Here you can also buy tickets for various types of activities.

DAC is expecting around 300 visitors daily yielding approximately 100 000 visitors a year. DAC will be open every day except Sundays and major holidays.

# DAC



### Metoder

Matchmaking, nätverk, tävlingar, mentorskap, speed dating, seminarier, workshops, DAC näste

### Målgrupper

Allmänhet, studenter, forskare, entreprenörer, kulturarbetare



# Concept

DAC consists of four integrated environments:

1. Learning space
2. Visualization-space/area for research development
3. Art and new media exhibition space
4. Showroom for businesses.

# DAC

## New Media Arts

### WHAT

Interactive exhibitions and performances from around the world showing the latest in art and new media

### HOW

meetings, seminars, lectures

### FOR WHOM

Professional practitioners, businesses, the public, students and staff

## Communication of research

### WHAT

An environment in which researchers can communicate exciting discoveries in the form of exhibitions and in dialogue

### HOW

Networking, seminars, projects, lectures, exhibitions

### FOR WHOM

Researchers, students, businesses, contractors, public

## Learning Space

### WHAT

An environment in which researchers can communicate exciting discoveries in the form of exhibitions and in dialogue

### HOW

Networking, seminars, projects, lectures, exhibitions

### FOR WHOM

Researchers, students, businesses, contractors, public

## Showroom

### WHAT

The showroom provides an opportunity for businesses to display and launch products as well as prototypes and concepts. The focus lies in visualizing the future in innovation.

### HOW

Trade shows, networking events, client meetings, projects, seminars, lectures

### FOR WHOM

Students, researchers, industry and the general public

## Contents

The public exhibitions shown at DAC will be replaced every three to four months. That means about twelve larger or smaller openings per year in addition to temporary activities in the form of lectures, workshops, events, etc.

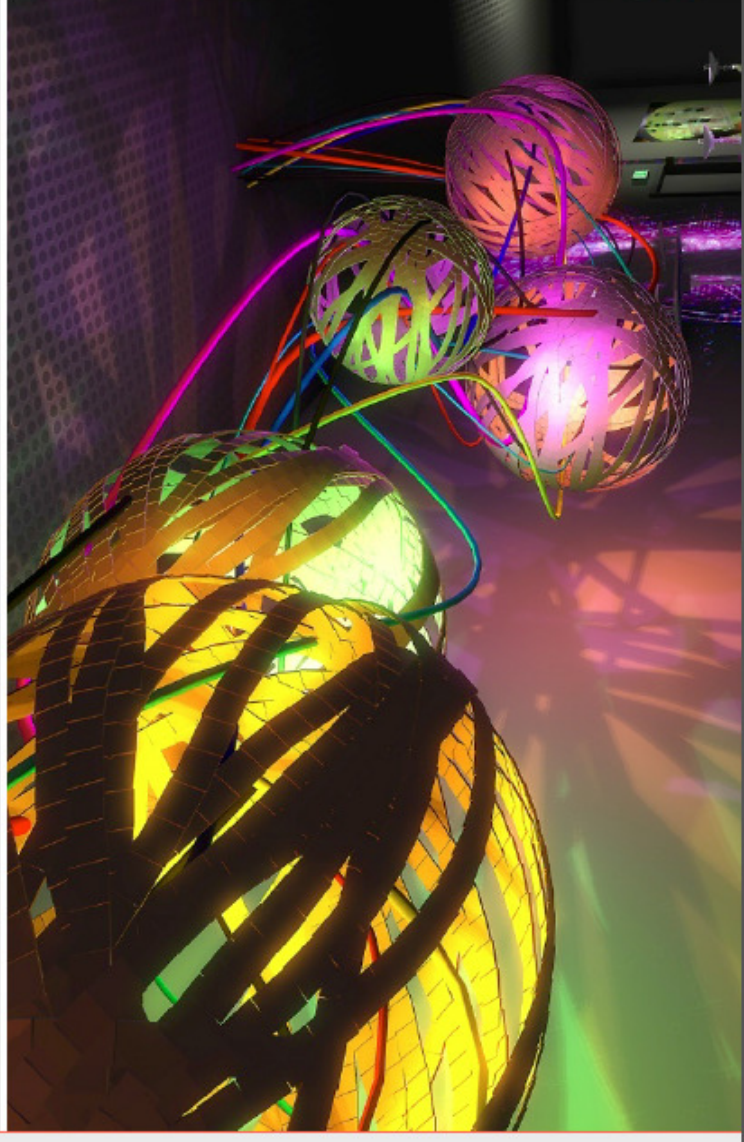
### **Communicating research**

Presentation of future scenarios, the visualization and presentation of research, community dialogue, meeting with prospective students, businesses and users.

### **New Media Arts**

National and international exhibitions showing innovation and experimentation in art, design and new media.

# DAC





## Scenariobuilding

eGovlab showcase will display scenarios of what is possible with future ICT development and demonstrate that research is relevant to our daily lives. The possibility for everyone to become involved will be highlighted.

eGovlab showcase will stimulate curiosity, creativity and an investigative mindset and help people to understand the relationship between the development of technology and its impact on their own lives.



**DAC**  **egovlab**

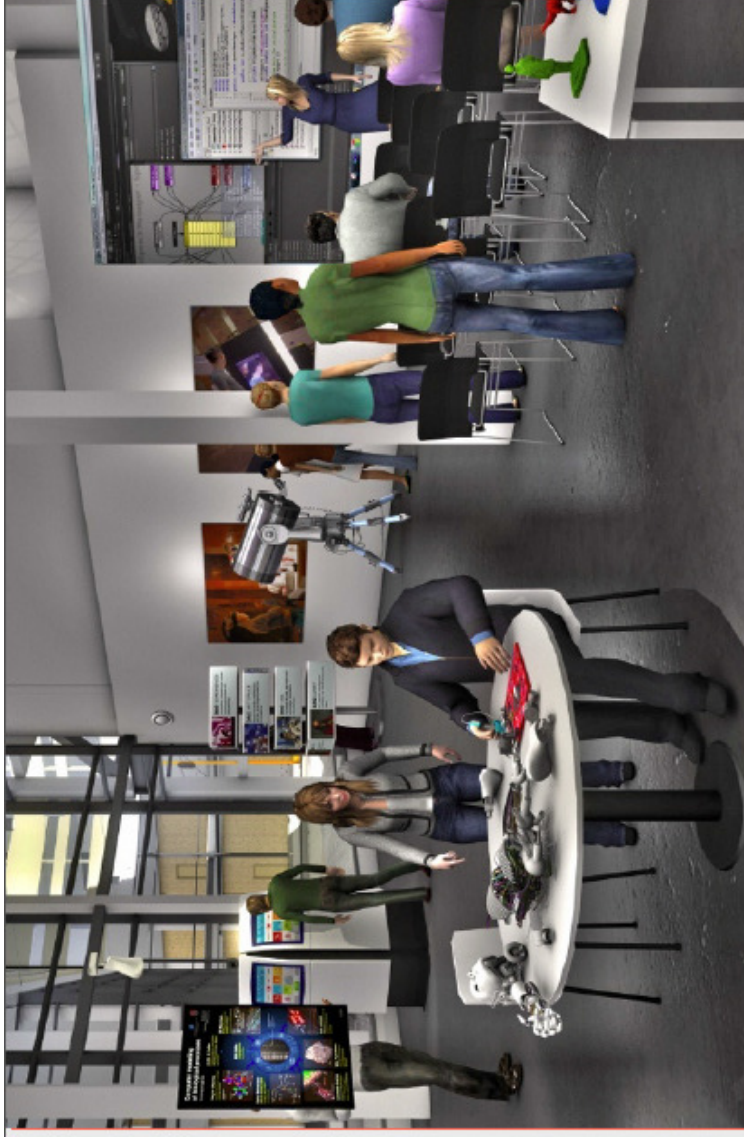
# Contents

## Learning Space

Space for training, seminars, meetings, labs, workshops and courses for companies.

## Showroom

Provides opportunities for businesses to present products, prototypes and concepts. The main focus will be on visions for the future.



# DAC



## DAC study 2010-2012

DAC has completed a feasibility study and conducted a pilot project in Ärvinge, Kista.

In our trial premises consisting of 300 square meters, over 50 projects have been presented, workshops have been held and 78 events have been arranged for over 7000 visitors. Eg the Shanghai Cultural Affairs Attaché and all of Stockholm's leading politicians visited DAC.

When asked if they would recommend a visit to DAC to a friend or colleague, 600 out of 600 surveyed answered yes!

DAC has up to date involved 40 business-partners.

### Lärdomar

- A creative environment is highly sought after
- There is high demand for meetings between different sectors and disciplines
- Great need for skills in ICT and engineering sectors
- There is a demand for an attraction of this kind in Kista

# DAC







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