



COLLECTIO
CULTURA
ART FESTIVAL

CC Art Festival

Create. Collaborate. *Celebrate.*

Lahti edition: Circular Economy



Co-funded by
the European Union



University
of Applied Sciences
for Business & Society
BFI Vienna



LAB University of
Applied Sciences



HEILBRONN UNIVERSITY
OF APPLIED SCIENCES



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To whom and what?

Looking for an international adventure where creativity meets action?

- Collectio Cultura Art Festival (CCAF) is a unique international learning experience
 - Brings together students from different disciplines and cultures to **turn creative ideas into a real art event**.
- The programme combines:
 - Three weeks of online collaboration (7 workshops) where multicultural and multidisciplinary **teams design and plan an event**
 - One intensive week at Lahti campus, where multicultural and multidisciplinary teams **deliver an art event**
- This course is designed for students with either a business or art/design (second-, third-, and fourth-year) background who are eager to **test out event ideas in real life**.
- Located at LAHTI campus



What to expect?

INTERNATIONAL EXPERIENCE

Be creative, collaborate and celebrate:

- ▶ Create innovative ideas in a multinational and multidisciplinary team
- ▶ Make the idea happen!
- ▶ Develop professional skills in project management, marketing, and service design!
- ▶ Improve your communication, teamwork, and intercultural skills.
- ▶ Build new friendships, expand your network, and have some serious fun along the way!

LEARNING METHODS

Learning happens through:

- ▶ International and interdisciplinary teamwork
- ▶ Project work supported by experienced coaches
- ▶ Inspiring workshops according to your own preference

ASSESSMENT METHODS AND CRITERIA

Earn 5 ECTS credits by:

- ▶ Participating in online and on-site activities
- ▶ Contributing actively to teamwork and workshops
- ▶ Completing an event project
- ▶ Delivering a final presentation
- ▶ Writing a reflection paper





ONLINE

03

2027
MARCH

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

CONTENT

Online sessions

Week 1: Teaming & Idea creation

Strangers → Teammates → Innovators

- Meet the crew
- Discover cultural differences and surprising similarities
- Brainstorm like there's no bad idea

Week 2: Planning

From "Cool Idea" to "Let's Do This"

- Choose a topic and divide your team:
- **Project Management** (because someone has to keep track of things)
- **Marketing Communications** (making people care about your brilliant idea)
- **Service Design** (making sure it actually works)

04

2027
APRIL

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

CONTENT

Online sessions

Week 3: Practicality

From planned idea to Reality

- When will it happen? Pick your time slot!
- Where will it happen? Choose your venue!
- What do you need? List your resources!



COLLECTIO
CULTURA
ART FESTIVAL

PHYSICAL WEEK

05

2027

MAY

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					



CONTENT

Physical week adventure (draft)

Sunday: Arrive in Lahti and meet your fellow participants at the Market Square.

Monday: Kick off the week by exploring the campus and Circular Economy Lab, then sauna and swimming.

Tuesday: Visit the inspiring MALVA Museum, work with your team

Wednesday: Finalize your preparations for the event, and enjoy a BBQ, sauna, and student night out.

Thursday: The big day! Bring your ideas to life at the CC Art Festival, meet visitors, create experiences, and celebrate together over dinner.

Friday: Present your results, receive feedback, and end the week with an excursion to Helsinki and the amazing Amos Rex Museum.



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Quotes from participants of previous years

"The Blended Intensive Programme (BIP) was a brilliant opportunity not only to get an early experience in the basis of project management but also to encounter **global networking and cultural diversity** as well."

"The whole project showed me that **project management** is something I would like to do in the future."

"Overall, I am incredibly proud of the entire **team's performance**."

"The Blended Intensive Program lived up to its name by providing an **immersive and intensive learning experience** filled with valuable insights and **exciting moments**."

"The experience of working with colleagues from **different countries and cultures** was an amazing experience as we not only achieve our goals but also **learn from each other's perspectives**."

"All in all, I think that this experience was useful for me on a **personal and academic level**, I wish that this program will carry on and my fellow students will be able to take part in such an international experience."

BIP rated 4.8/5



Practical issues

• PARTICIPANTS

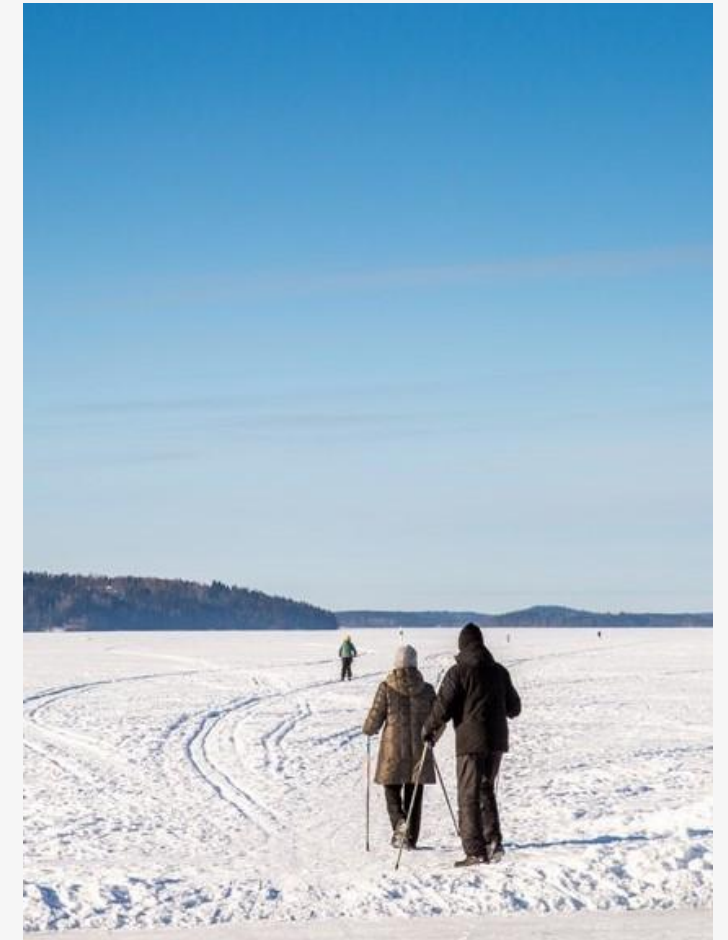
- ▶ Open to **second-, third-, and fourth-year students** in Hospitality Management, Business Administration, and Design.
- ▶ First-year students may also be accepted if vacancies are available
- ▶ 15 open spots available (Design 8, Business 7)
- ▶ The course's physical part is at the Lahti campus

• REGISTRATION

- ▶ Find the course in **Sisu** and **submit your registration**.
- ▶ After registration, students will be asked to **complete a short motivation survey**
- ▶ Selected students will be notified after the application period closes
- ▶ Registration will open after the autumn break
- ▶ Course code: **ALooCZ37**, International Intensive Week - CC Art Festival (5 op)

• PROGRAMME ACTIVITIES

- ▶ The course **includes all programme activities**, such as the sauna evening, barbecue, and other planned social events.
- ▶ Participation in these activities **is free of charge** for students.



Contact information



Person responsible for the CC Art Festival, teaching and coaching:
Taina Savonen, Senior Lecturer, Faculty of Business and Hospitality Management
taina.savonen@lab.fi

Content of the CC Art Festival, teaching and coaching:
Senior Lecturer, Faculty of Design (to be confirmed)

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JOIN US!

