Empirica strategy

Who we are as a team

We are an international group sharing a passion for art and design research. Our educational background ranges from traditional applied arts to industrial design. Coming together as Empirica we act on diverse forms of arts, crafts and practices in the field of strategic and creative processes of design.

The group conducts fundamental design research in art, design, design history, design professions and values, cross-cultural connections in design in societal discourses. We value the personality rather than just expertise. Each group member brings along his/her own universe, which we respect in our critical but encouraging dialogue.

We persistently develop our art of research conceptualizing, theorizing, discussing and re-inventing different design related phenomena in order to find, reveal and scrutinize the art in any and every activity.

Our attitude & passion

We are curious to learn and willing to challenge the existing perceptions of the world. In our open-ended research processes we hold art as a means to elicit and tackle questions in an engaging dialogue between groups, between individuals and between the human and material. These dialogues create integrity from diversity through creative conflict sparked by the critical attitude prevailing in the group.

Each of us brings along a small universe of thought and action that collides with others’ in the group. These collisions may
breed sparks, stars or black holes, but all are equally important for lighting up the group’s path.

**Our core values**

We value integrity and unique expression, which is present in our roots in design and the applied arts. Hence the act of making plays an essential part in our research. In the variety of arts and design traditions, we value the guidance that both reason and emotion offer in the act of making. Result is a kind of dialogue, which forms both Empirica’s core value and competence. In extending this dialogue to a wider audience, such as students, practitioners and laymen, we stress that participation and sharing are important both as the medium and the outcome.

**Core competences**

Empirica’s strength is in critical thinking and diversity. As a group we are flexible, empathic, persistent and reflective and willing to challenge ourselves and others both in thinking and doing.

Our experience in art, applied arts, design and teaching has made us sensitive to material, social interaction and beauty in various forms. Our group members’ competences consist of artistic skills, teaching skills, critical design thinking, facilitating processes and reflection and developing methods.

Each group member has special skills, which we respect and nourish in multidimensional conversations. Due to our diversity as a group we are able to create different platforms, which connect art and design practices in education and research.

**Mission: our reason to exist**
Our mission is to maintain art in research. We are enthusiastic in developing exploratory, artistic methods and implementing them in education. We design platforms that connect research with art and design practices. The platforms provide open space, room for diversity, dialogue and appreciation of individual thought. In this way we contribute to university level education and pedagogy.

We conduct experimental research and utilize our embodied knowledge, such as artistic skills, as part of our research inquiry. Our roots are partly in practice-led research, partly in design. By making interventions, presenting narratives, exhibiting our research outcomes we participate in societal discourse in addition to academic forums.

**Vision: our desired state**

Empirica becomes a methodology of creativity. In 2016 Empirica is an internationally recognized movement, which has developed unique artistic and exploratory research methods and research philosophy. Through creating innovative research tradition our approaches have become widely established as new crafts in design. This has had direct consequences also for the improvement of higher design education and, thus, design practices.