

THE LAND HACKATHON

OBJECTIVES

Students develop **interdisciplinary projects** with top companies, acquire a design-driven approach to **problem solving**, enhance the personal **network** and increase **employment opportunities**.

Organizations get design-driven ideas to address **present & future challenges** of the business/mission through interdisciplinary **R&D** projects, practice **talent acquisition and management**, push the **CSR** and enhance their **communication** through original branded content. They are entitled to R&D and training tax credit and put to a productive use their mandatory training allowance.

OVERVIEW

LAND offers tailor-made intensive **workshop programs, in presence or online**, in partnership with innovative organizations (large enterprises, SMEs and nonprofits) that wish to perform design-driven R&D, explore possible and **preferable futures**, developing **products, services and strategies** through a **speculative design approach**. The workshop is structured as a **5-day full-immersion design workshop**.

LAND selects for each *Hackathon* program a group of **50 participants** (graduate students from Italian and international universities and academies, emerging professionals, entrepreneurs and dreamers) who wish to act ahead of their time, to use the approach of speculative designers to imagine, explore, and critique the future.

We welcome highly motivated individuals with a sound knowledge and skillset in any discipline: **architecture, design, fine arts, STEM; liberal arts and humanities**.

Through our speculative design and training models we enable organizations to better **understand and anticipate the potential impact of global, political, social, cultural and technological shifts** and to take action.

The outcomes of the *Hackathon* workshops are alternative visions of the future, rapid prototypes of futures-focused ideas and compelling narratives.

The partnering organization may also place few of their high-potential employees as participants in the workshop as a form of **talent development, retention and training**.

ABOUT LAND EDUCATION

Upwards, not Northward. We refuse to be confined to limited dimensionality. We envision the land of Fourth, Fifth and Sixth dimension.

LAND is a diffuse education organism.

We believe in fair, biophilic, hybrid and inventive collaborations between **enterprises, nonprofits, universities and individuals** to build the **most desirable futures**.

We help organizations formulate new world-views into questions, hypotheses, and ideas.

LAND entails a **transformative and emancipatory pedagogical approach** for adults who learn through **real-world challenges** to leverage their values, beliefs, attitudes, knowledge and competences, combining **critical thinking, imagination and practice**.

Speculative design acts as a catalyst for young minds with a diverse cultural and disciplinary background who holistically exchange their experiences.

LAND education happens in **many places**. The location shifts around Italy in a wide range of settings located within existing institutions: enterprises, foundations and public offices.

The location of the program shapes its pedagogical and research principles.