



Transforming good ideas into real projects

UPF Starting Lab is an incubator program born with the goal of helping creative, young talent make their Final Degree Projects a reality. The program is promoted by UPF and coordinated by Canòdrom, Creative Research Park, with the support of the Catalan Institute of Cultural Enterprises of the Generalitat de Catalunya, and its main objective is the professional incubation of projects in Interactive Communication and Digital Culture.



Members of UPF Starting Lab 1st edition with the creator of the incubator, professor Carles Sora

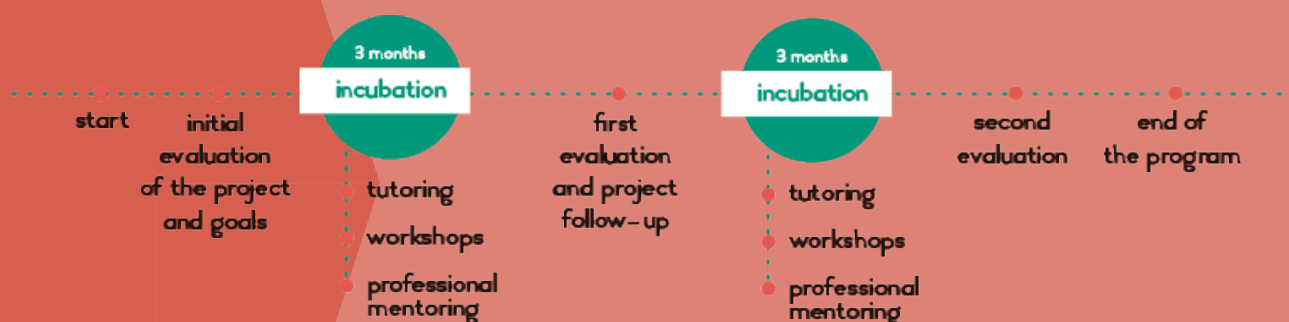
UPF Starting Lab “wants to provide creative young students with a learning and working platform to help them develop innovative ideas in the digital and audiovisual sector,” says Carles Sora, professor in the Department of Communication at UPF and promoter of the initiative. He also adds: “not only do we want to develop final degree projects, but also projects that arise from university courses or assignments supervised by UPF researchers that promote new and innovative formats”.

The program fosters multidisciplinary work that bridges different studies and departments of the Universitat Pompeu Fabra, allowing collaborations from students in the Department of Communication, the Polytechnic School, the Faculty of Economics and Business and the Humanities Department at UPF, and encourages the collaboration between alumni and undergraduate students as well.

The incubator is part of a more global strategic axis of UPF and the Department of Communication that seeks to improve its students' future prospects and relationship with the business world and cultural institutions of the city. It also aims to create interdisciplinary projects and generate dynamics of entrepreneurship and collaboration among students, outside the framework of their established studies.

🔗 How does the program work?

Starting Lab's first edition began in December 2016. Three projects were selected from UPF's Audiovisual Communication Studies. The program was made up of ten members, all students or recent alumni of UPF. For six months, the selected projects followed an incubation methodology coordinated by Canòdrom and designed in collaboration with the startup company Incubio.



In this second edition, there are nine alumni with three new projects selected from the Communication and Humanities Departments at UPF. Throughout this year, since January 15th, the students have been developing their projects in the workspace at Canòdrom, where they receive professional advice and mentoring, with the goal of turning their nascent projects into viable products that can find their own place in the market.

🔗 What are our main objectives?

1. Guide Final Degree Projects in Interactive Communication into the professional sector of audiovisual and digital innovation.
2. Provide the students with more professional resources in order to help the future evolution and diffusion of their projects once they finish the academic phase.
3. Facilitate a tutoring stage that allows for the development of projects emerging from UPF studies and guides them in creating a company.
4. Encourage new integrative experiences between teams that come from different studies, such as the Audiovisual and Humanities Departments, the Polytechnic School and the Faculty of Economics and Business at UPF.

🔗 Our projects

The Final Degree Projects in Interactive Communication are cultural and artistic products of digital creation in different formats with a prevailing audiovisual and innovative component. Some of them fit in well established formats, such as video games or cultural and educational apps, but others fall outside these traditional formats-for example, interactive installations or interactive narratives.

They stand out for having an innovative and experimental narrative, born from their Communication studies, that is not found in other branches of academia. They are finished projects in a design phase which includes a functional prototype that lays the groundwork for the development of the final product.

2016-17 First edition projects

The Final Degree Projects selected to participate in UPF Starting Lab's first edition were Cubzzle, a mobile video game; Mars Oddity, an interactive web comic; and the interactive documentary Gàlibo. These projects, in which Audiovisual Communication and Polytechnic School students participated, are a good example of the multidisciplinary work that the university encourages.

The three projects were very successful during their incubation period, winning several awards as the 2016 Design Laus Plata and the third UPC's Head Monkey Award in the "Mobile 2016" category; and they have also been selected in exhibitions and professional pitching events, such as the Pitching Audiovisual Universitat-Indústria.



CUBZZLE

Cubzzle is a video game that will make you rack your brains. A round character is trapped inside a cubic world, and you will have to help him find the exit. Move the objects, the character and the cube itself to guide him through all the geometric and colorful levels. Will he be capable of finding the solution and escaping?

Work Team

Marina Díaz, Cristina Prim and Ksenia Klykova, graduated in Audiovisual Communication, and Guillem Galimany, graduated in Audiovisual Systems Engineering.



MARS ODDITY

Mars Oddity is an interactive comic that lets you follow either the adventures of Lupe García or Yun Lao, astronauts about to arrive to the red planet. Choose your side and choose it well; little they know about the dangers that await them.

Work Team

Ana Mar López, Eric Sueiro and Pilar Villanueva, graduated in Audiovisual Communication, and Roser Pruaño, graduated in Informatic Engineering.

GÀLIBO

Gàlibo is an interactive documentary, also known as webdoc, that explores the day-to-day life of five truck drivers on the road.

Work Team: Agnès Olivé, Natàlia Morales and Raquel Pagès, graduated in Audiovisual Communication, and Jorge Villanueva, graduated in Informatic Engineering.

2017-18 Second edition projects

The Final Degree Projects selected to participate in the UPF Starting Lab's second edition started their incubation in January and they are currently working in Canòdrom's workspace. Two of these projects come from Audiovisual Communication studies and the other comes from Humanities studies, all of them from UPF.



Members of UPF Starting Lab 2nd edition with coordinators of the program, Alberto Ordieres and Oscar Sahun

BE AS ME



Be As Me is an indie video game that follows the adventures of Alex, an eight-year-old kid who, after the disappearance of his friend Ali, decides to pay her tribute and relive a life-changing journey through his memories. It is an emotional trip through a demystified childhood in which the player will discover a new identity of his character while learning how to play with very different game dynamics.

Work Team

Aura Ruiz and Andrea P. Romero, graduated in Audiovisual Communication, and Marc Calero graduated in 3D Animation and Videogame Development.



LATENTES

Latentes is an interactive short film in which the active spectator has the opportunity to choose one of the three protagonists' points of view in the story. The user will make decisions that will allow him to discover secrets kept in the Latentes universe, a dystopic and oppressive universe against which our three characters will revolt.

Work Team

Adrián Rodríguez, Mireia Aragón and Anna Cuesta, graduated in Audiovisual Communication.



ENTROPIC LAB

Entropic_Data Device is an artistic project based on a mobile device specifically designed to obstruct the emergence and register of stable behavioral patterns, usually coupled to the actual behavior of an individual. EDD is a circulating telephone, not associated with any real identity. It renounces the privacy of a strictly "personal" device in exchange for anonymity, interrupting the functioning of modern control systems. With this device, we intend to make the extreme difficulty of retaining a certain degree of anonymity in the world of smartphones visible.

Work Team

Maria Pinell, Enric Luján and Èlia Brugulat, graduated in Humanities.

👤 The Starting Lab Team

Carles Sora



Doctor in Communication at UPF, researcher and designer of interactive and digital narratives. He is a professor for students earning the UPF Audiovisual Communication Degree and member of the research group DigiDoc. Promoter and creator of UPF Starting Lab program.

Alberto Ordieres



An informatics Engineer, he is moved by the will to build things from the most primitive and pure idea. After working in various industries, he has learned to maintain strong and united work teams with the goal of creating great projects. He coordinates the development of the UPF Starting Lab program.

Daniel Candil



Art director and professor of Videogames Production and Design in Tecnocampus, UPF. As an art director, he has worked as headmaster of talented artist teams, controlling the visual style of the game, distributing the work between the different team members, etc.

Daniel Julià



Telecommunication Engineer (UPC) and DEA in Audiovisual Communication (UPF). Consultant for UOC's Multimedia studies, digital publication in Eina's Postgraduate Studies and web design in Elisava. He is member of an app development company.

Montecarlo



Storyteller and transmedia cinematographer. He started his career as a comic author. In the world of cinema he has been a storyboard artist, writer and director. He has also collaborated in the creation of expos, games and interactives.

Laia Abril



Graduated in Journalism, she studied photography at New York's International Center of Photography. Multidisciplinary artist that combines photography with multimedia, video, text and graphic design. Her work, related to the feminist movement, has been recognized with multiple awards and expositions around the world.

Emma Llensa



Consultant in digital marketing and promoter of digital transformation projects in the editorial sector. Associate professor at different institutions, universities and schools. Entrepreneur of cultural and innovative projects in the digital world. Cofounder of Ubicuo Studio and Atem Books. She has also founded a design and digital marketing online school.