



An Impression of One Day of ICE 2009 **By Gerard van Santen, RI**

The Circumstance

On June 23 I was guest at the annual international ICE conference. This year it was being held since a long time again in the Netherlands (Noordwijk aan Zee) and for Robert Bierwolf the honour and “burden” to organize the event as chair.

Actually I wasn't so much a conference attendee, but was acting as a photographer upon my own request. As a consultant in information systems I was somewhat sorry that now most of the interesting content of the day passed by. But on the other hand, my job was it to create a bird's eye view of this day and it was an excellent opportunity to gather general impressions as opposed to learn intimately on subjects related to my profession.



The venue of Huis ter Duin is a special location and the weather gods were very much supportive. That alone made this event for over 200 attendees already a success. But for those who think that ones come to this place to party, they are very mistaken.

The Day and Theme.

Collaboration, moreover Collaborative Innovation was the theme of the conference. On this Tuesday 23rd of June,

10 parallel rooms and sessions were to be held simulatenously on such topics as the future and on innovation centered sessions. Where presentation and discussion held each other into a loosely couple balance. During lunch in the Keijzerzaal, a presentation by prof.dr.ir. Elke den Ouden of Philips was given, where she explained the vision of the future of this global player on Consumer Life Style, Health and Lighting. During the gala dinner in the evening prof. Claudio Boer revealed some details on the next ICE 2010 conference in Lugano, Switzerland.



Observing.

What really struck me was the extensive use notebooks. Would one make notes in the past, nowadays the notebook plays an indispensable role in gathering and sharing knowledge. Even in the coffee breaks these indispensable parts of the modern human being were brought along while groups of people bent over each other's screens.





Compared to other conference that I go to, the atmosphere was very relaxed and very curious and interested towards each other. As if one big happy family went out for a day without an explicit goal, but definitely with a clear vision. Difference in culture, language and technical field were not at all a barrier. Instead it stimulated the curiosity and interest.

likely embedded into serious ventures, projects, institutes and business?

On this particular day there seemed to be no difference between the conference attendees and the “observers” on the walls. Would this be the characteristic of the new and innovative world?



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The Photographer’s Eye

And finally there was for this artistic photographer – how beautiful – also the opportunity to connect the event with the location, by making the pictures of the conference attendees with the paintings on the walls. Very happy and lively paintings of clowns and musicians; people that wander happily through life and enjoy life thoroughly.



Would that also be the case and apply to all those intellectuals that are present at this conference of which most people are most