

IMPULSE FOR CREATIVE MINDS

The creative industries formulate answers to the challenges and needs of every aspect of our daily lives. impulse – formerly the ImpulsProgramm creativwirtschaft of the austria wirtschaftsservice (aws) - is committed to ensuring the answers are heard and that marketable products, processes and solutions result from good ideas.



QStool by VITEO

AFTER DAYS of rainy weather the sun finally breaks through the thick wall of clouds. A breath of relief: "Finally we can sit outside again." On what, though? There is not a dry chair anywhere in sight and the sun-lounger is full of thick raindrops. A problem whose solution has been found in Styria of all places. There VITEO Design Möbel GmbH creates highly functional furnishings for outdoors. The mushroom-shaped QStool thus defies any cloudburst due to its weatherproof materials Made in Austria. The water drains off through a hole in the middle; the stool is dry in no time. A wet behind: yesterday's news. Distinguished with the reddot design award VITEO's outdoor shower will in fact get you wet. Neither a showerhead nor a faucet is required; the bodyweight of the one showering activates it. The water ascends the side-walls to rain down in the middle as a gentle shower stream.

Other VITEO innovations: an outdoor kitchen for a healthy barbecue or standing lamps with integrated solar panels. For the design, selection of materials, workmanship and marketing the company's founders Wolfgang Pichler and Gernot Leonhartsberger were uncompromising in their focus on quality and sustainability. That means extensive research, costly material tests and clever marketing strategies. "Because the market to private buyers is limited, we want to achieve

success in the international sphere with our product lines, for example with hotel furnishings or the maintenance-free design of public spaces," Pichler says.

VITEO obtained the necessary capital injection for this bold step from impulse. This federal funding programme was established as the ImpulsProgramm creativwirtschaft in the austria wirtschaftsservice (aws) in 2004. Impulse is a part of the creative industries programme evolve initiated by the Federal Ministry of Economics and Labour and pursues ambitious goals: financial support ("impulse support") plus competent consulting ("impulse training") are to strengthen the economic performance of domestic creative industries and help innovative solutions achieve a breakthrough on the market. Impulse is also understood as a lobbying initiative for the creative industries, whose networking they promote and whose significance in public perception the programme aims to increase ("impulse awareness").

Sabine Pümpel, impulse programme director: "The funding programme is aimed at creative industries that are increasingly relevant for labour market policy. These include key industries in knowledge-based society such as design, multimedia, the music business, audiovision and film, fashion, graphic design, advertising and the art market."

From the project proposals submitted, independent juries select the one whose innovative content promises considerable market potential. With the "XL" funding scheme impulse supports SMEs in capital-intensive project phases or in establishing their innovations on the market. With the "XS" funding scheme people and microenterprises can check their ideas for feasibility of content and marketability. In both cases impulse flanks monetary support with individualised consulting services. International industry experts impart know-how and a desire for creative entrepreneurialism in workshops.



Industrial designer Mark Wallerberger is a beneficiary of the funding programme. In his master's thesis he developed a fully new concept for a motorcycle helmet and with it won the impulse jury's favour. With the funding he went into business for himself, patented his invention worldwide and since 2006 has been diligently working to refine the prototype. Despite the difficult market situation he has found a European industrial partner who wants to mass produce the "Systemhelm."

automatically closes after putting on the helmet. With a small press of the button it opens again along with the chin guard, enabling comfortable removal of the helmet. Thus Mark Wallerberger has solved a serious safety problem for all bikers, as after an accident the most calamitous injuries are frequently those of the vertebrae caused by incorrect removal of a tight-fitting helmet.

Wolfgang Pichler - VITEO (l.)
Mark Wallerberger (r.)

Due to an innovative closure mechanism the helmet sits comfortably on the head. Once closed, the full-face helmet fits perfectly at the neck and chin. The core of the system is the chin strap, which

LINKS

impulse: www.impulsprogramm.at
VITEO: www.viteo.com
Mark Wallerberger:
www.markwallerberger.com

IMPULSE

impulse support

Innovative project support

impulse XL: funding for up to 50% of the project costs, max. € 200,000, duration 3 years

impulse XS: funding for up to 70% of the project costs, max. € 45,000, duration 1 year

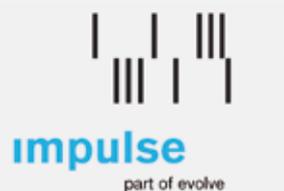
impulse training

we-workshops, know-how and training for entrepreneurs and young entrepreneurs

impulse awareness

Networks, key projects (z. B. designforumMQ, werkraum bregenzerwald, Kreatives Handwerk Tyrol, Salzburg, Upper Austria), events, internationalisation

Detailed information on impulse at www.impulsprogramm.at



Sabine Pümpel, programme director impulse