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Jazz and Innovation : quite a programme!

UTC has been working for several months on the 'Jazz and Innovation' research program. A project that is more than inspiring since it is already leading to the implementation of a new way of accompanying companies in order to reveal and develop their own potential for innovation.

25 Mar 2020

Jazz and Innovation : quite a programme!

On the evening of November 5, 2019, in the SACEM auditorium, the first public illustration of the link between musical improvisation and innovation processes took place. The 'Lobsterjazz Quartet', composed of singer and psychologist Sabrina Yactine, bassist Peter Giron, beatboxer William Bayakimissa and pianist and consultant José Pendje, accompanied by Pascal Alberti, Director of Innovation and Territorial Development (DIDT) at UTC, demonstrated - through a musical discourse and debate - that the process of improvisation unleashes the innovative potential of companies by mobilising a community of original action. "We seek to highlight the inspirational power of the art of musical improvisation - as a process of instantaneous collective composition - to unleash the innovative potential of businesses. For the company, jazz is a model of team cohesion, a clever mix of rigour and creativity," explains José Pendje, musician and industrial design engineer, a UTC graduate. He also holds a post-grad. degree in human sciences and technology dedicated to the management of complex systems, supervised by Prof. Bernard Stiegler.

Exploring the source of inspiration for the art of improvisation

Pascal Alberti was interested very early on in these possible parallels between improvisation in jazz and innovation in business: "While working on my own thesis, I came across José Pendje's DEA work, "Le Sens du Projet", which contains a section on "Music". In particular, it teaches that improvisation in the world of jazz transcends simple musical interpretation guided by a conductor. It refers to the individual perception and production of emotions at the very heart of a collective work. »

Indeed, when we decipher a jazz concert, we observe the notion of a group with interactions, collective values and shared knowledge. Not forgetting the attraction for this or that interpretation of the work. "All this is also true in the business world between a technological link and a sharing of values. So why not reach out to SMEs, which are often in the urgency of everyday life, in the immediacy of work. To do this, we imagine mobilising the big bosses who love jazz in order to present their suppliers with a new way of supporting their potential for innovation," explains Pascal Alberti, who has not neglected the notion of pleasure in music, which is not contrary to the credo of the economic world.

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