

# Meet the Balticlab 4.0 Ideation Participants:

Vilnius. Kiev. Moscow.  
41 creatives and entrepreneurs  
from Sweden, Finland, Russia,  
Estonia, Latvia, Lithuania,  
Belarus, Ukraine Poland and  
Germany meeting for three  
interlinked ideation events.  
We believe this is a winning  
combination for an innovation  
programme, creating space for  
building new ideas and project  
prototypes, which span across  
disciplines, countries and  
gender. We invite you to meet  
the group of Balticlab Ideation  
2016 below.



**SI.**  
Swedish Institute.



Agnieszka Bulacik  
Agnieszka Wojciechowicz  
Alexander Bratt  
Alina Nazarenko  
Anastasiya Bardunova  
Anni Korkman  
Anu Sildnik  
Christina Mertens  
Denis Trusila  
Dmitry Golubnichy  
Dominika Stryjewska  
Dominykas Karpovic  
Elina Sundukova  
Elliot Silva  
Hanna Dahlborg  
Jerzy Kurgan  
Juliya Sredersaite  
Justine Kaleja  
Kaspar Kadastik  
Kay Sörnsen  
Kirill Gurbanov

Kristiana Karklina  
Kristjan Jekimov  
Laura Noodapera  
Lena Karpilova  
Liina Puusepp  
Margarita Lazarenkova  
Maria Virshych  
Martin Fischbock  
Mervet Kagu  
Olena Pravylo  
Peeter Ilison  
Pille Laiakask  
Rihards Savickis  
Risto Kalmre  
Samantha Hookway  
Saulius Aleksa  
Sophia Jänicke  
Szymon Keller  
Yaroslav Kaplan  
Zemartas Budrys

## Agnieszka Bułacik

With an academic background of anthropology, photography and audiovisual communication Agnieszka widely collaborates with international organizations interested in sustainability, intercultural communication, global justice and human rights. She loves art, nature and animals and makes the best vegan banana bread in the world.

## Agnieszka Wojciechowicz

Agnieszka is a Polish architect based in Oslo. Her focus lies on Visualisations, Facades Design and Architectural Competitions. She has worked in architectural studios, offices with an urban planning focus, as well as for design and engineering companies.

## Alexander Bratt

Alexander is a designer from Sweden, who recently graduated from the Business & Design master programme at HDK design school in Gothenburg. He has a special interest in design and innovation in a social context and his background has given him knowledge in both user-oriented service and product development as well as design's impact on society and power to change.

## Anastasiya Bardunova

Anastasiya is a PR and communications specialist and brings big international conferences, such as Global Entrepreneurship Week and Venture Day, to Belarus. She wants to build a startup ecosystem with the Imaguru startup hub in Minsk.

## Alina Nazarenko

Alina is a project management practitioner with expertise in cross-border cooperation, social, educational, information technology and business projects. Currently she leads a startup project in wearable tech. She is interested in the development of interregional projects and tech startup ecosystem enhancement.



## Anni Korkman

Anni has worked as a producer for Helsinki Design Week for nearly ten years now. Currently she is studying in London at Central Saint Martins in the Innovation Management Master's Programme. She is passionate about the protection of seas and oceans and values empathy and the positive energy when collaborating in creative problem solving.

## Anu Sildnik

Anu considers herself as an adventurous show host, a creative troublemaker, who gets paid for being an Apple nerd.

## Christina Mertens

Christina is an industrial designer specialized in sustainability strategies and business modeling for a circular economy. Together with Dutch organizations she has developed and facilitated work-shops that guided designers and SMEs through the innovation process for circular economy product and business concepts. Currently Christina is setting up her own agency in Hamburg, Germany.

## Denis Trusila

Denis is the positive director of Pocket Rocket Creative in Minsk and the General producer of the Art-picnic FSP festival. He calls himself a music-addicted Dreamer & troubleshooter.

## Dominykas Karpovic

Dominykas Karpovic is a founder and senior partner at a strategy and innovation consultancy firm "Homo Eminens". The company specializes in explanation of the customer's world - applying humanities to understand cultural contexts and driving principles. He is also a founder of several companies varying from fashion industry to IT and a keynote speaker. Dominykas' mastery lies in beyond-state-of-art strategic thinking deriving from looking at the business world through the lenses of philosophy.

## Dominika Stryjewska

Dominika is an environmental psychologist and Ph.D. student at University of Wrocław, Poland. She researches in the field of cognitive maps, place attachment and local identity. She is engaged in projects which promote sustainable and human-friendly public spaces.

## Dmitry Golubnichy

Dmitry is the Chief Happiness Officer at 100happydays foundation on the mission to make the world happier. From the global Bubble Parade to Chimp or Champ employee happiness meter, he is passionate about creating environments facilitating people to do more of what makes them happy.

## Elina Sundukova

Elina, a creative developer from Latvia applies her coding skills to transfer plain images to functioning and interactive design. She would really like to become a part of socially important projects and offer her technical and creative skills. She already has some ideas of hers to improve the wellbeing in Baltic states and its inhabitants.

## Elliot Silva

Elliot is a designer who has worked with Im, product and graphic design. He is based in Berlin. His work as a designer the last few years has been very diverse: from doing design research on mobility at old age, to designing and programming company websites, to producing music videos for bands... he has done it all. That is why he believes a multidisciplinary and a cross-media approach to be the most characteristic aspect of my work. Nowadays he is mainly interested in the art direction of digital media and UID.

## Hanna Dahlborg

Hanna left her job as a retail manager to study global development at the University of Gothenburg, hoping to follow her goal to make positive contributions to this world. She also works for a social start-up with focus on creating a digital tool to help people take control of their mental health.



## Jerzy Kurgan

Jerzy is part of the team responsible for technology innovations and cooperation with startups at Aviva Poland, an insurance company. He facilitates cooperation between large, traditional business and the world of startups –guiding the latter through corporate realities. In addition he mentors teams during startups events such as Startup Weekend, HackJam or runs Design Thinking workshops.

## Julija Sredersaite

Julija is a professional Events Manager with both 6 years experience in London's live music sector and a degree in Music and Arts Management. She participates in various music industry projects, collaborates with a number of Baltic music bodies working on Lithuanian music export, artist management and development including music tours, festivals, conferences and workshops.

## Justine Kaleja

Justine manages #marketing for the creative communication agency group Inspired. She has a passion about #food and everything about it and finds herself in a serious relationship with #outdoors.

## Kaspar Kadastik

Trained as a composer and a classical musician, Kaspar currently works in film production. In this capacity he is looking for ways to enhance the level of overall cooperation and co-production within the region. He has many ideas on how to help regional talents to cooperate easily while entering carefully selected markets.

## Kay Sörnsen

Kay is open minded and easily inspired, always wishing for creative excellence to pop up and be published to a wide range of people. Furthermore he is interested in the wide field of light usage and installations.

## Kirill Gurbanov

Kirill is a co-founder and CEO of leading Russian photo-printing mobile app - iPictory. He also consults mobile and web startups on launching, product management, marketing and fundraising. As a volunteer, Kirill is a deputy in the Chamber of deputies in one of Moscow's administrative districts.

## Kristiana Karklina

Kristiana Karklina is a young Latvian art historian and critic currently working for Riga Photography Biennial. She has just returned from a year long visit to San Francisco, California and has brought back curatorial and gallery experience from SOMArts Cultural Centre and The McLoughlin Gallery.

## Kristjan Jekimov

One of the best decisions in Kristjan's life was to study semiotics, which has left him with an everlasting affection towards signs, languages and generating connections. He also enjoys wakeboarding on a nice summer day, good food and a great book.

## Laura Noodapera

Laura is a former copywriter, now working in a startup as a lead generation manager. She almost religiously pays street musicians because she thinks their input to the enrichment of our environment is priceless. She is looking forward to exercise her creativity, to be immersed in different ideas and meet new interesting people at Balticlab.

## Lena Karpilova

Lena curates projects that are connected with design in collaboration with different institutions. She is now finishing her degree in History of Arts faculty and also makes her own contemporary jewelry.



## Liina Puusepp

Liina has a professional background in project management, advertising and design. She works as a full-stack marketer and is passionate about ideation and entrepreneurship. When she is not working, you can probably find her participating in some creative projects, travelling or absorbing music and culture.

## Margarita Lazarenkova

Margarita is co-founder of the creative space BALKI in Minsk, where she also has been serving as a curator for 1,5 years. Margarita organised 3 open city events, a typography design school, an architectural summer school and many other public initiatives. In 2015 Margaret opened BALKI travel bureau which organises creative tours in the Baltic region together with the Lithuanian project "BY-LT: Art Bridge".

## Maryia Virshych

Maryia is a product designer, who studied architecture in Minsk and is currently doing her Master degree in design at Bau, School of Design, Barcelona. She is an expert of conscious design as a method of social innovation.

## Martin Fishbock

Martin was born in Poland and later moved to Germany where he became fascinated by engineering and art, especially photos and slide-projectors. He has always loved the magic of enlightened things and people, therefore he founded the startup Light Instruments to develop tools and systems to enhance the possibilities available with light and projections.

## Mervet Kägu

Mervet is a 27-year old legal professional from Estonia with a passion for sustainable development, artificial intelligence and aviation. Having studied and worked in seven countries she has developed an attraction towards wanderlust, interesting people and airplane food. Mervet is excited to live in a time where technology is used to seek innovative solutions to global challenges, while she seeks to deploy her legal expertise and to collaborate with others in order to impact positive social change.



## Olena Pravylo

As a chairwoman in the NGO Congress of Cultural Activists and the facilitator in Active citizen program in partnership with British Council, Olena works with local communities and activists on social actions projects and local strategies development. Olena is also a short-movie producer in the family production company "Kontora Pravylo" and the organiser of the multidisciplinary festival "Transkaukazja".

## Peeter Ilison

Peeter works for Marit Ilison Creative Atelier in Tallinn and connects creativity with reality and finding the best combinations of how to get the most out of both, on a daily basis. He likes to work with people and constrain untamed numbers.

## Pille Laiakask

Pille from Tallinn. Has spent the past couple of years travelling, organising and promoting events and working in the entertainment business. People and the ocean are her main sources of inspiration.

## Rihards Savickis

Rihard works for a Digital Marketing Specialist company called Queue-it. He is also a board member of FED (Future Entrepreneurs of Denmark) and just started a workshop to teach people of all ages how to give good presentations.

## Risto Kalmre

Risto is an entrepreneur, designer and art director, who graduated from Gerrit Rietveld Academie in Amsterdam and is currently living and working in Tallinn, Estonia. Besides creative and design work he is committed to event productions, where he initiated and worked on Simple Session, Tallinn Bicycle Week, JOOKS and Spot of Tallinn. He has run his own magazine, produced films for the Bicycle Film Festival and taught at the Estonian Academy of Arts.



## Samantha Hookway

Samantha is a socially engaged creative who lives in Gothenburg, Sweden. Currently, she is a Business & Design student at the University of Gothenburg but has also studied fine arts extensively in the United States. Backed with the power of art and design, her

## Saulius Aleksa

Saulius has a Bachelor of Science in Business & International Relations from Aston University in the UK. He is now working as a management consultant in Civitta with a focus on startup & SME consulting, and writing & implementing national and international/EU projects.

## Sophia Jänicke

Sophia is a native of Hamburg. She has a fascination for metropolises as the location of cultural clashes and innovation which drove her to study "Metropolitan Culture" at the HafenCity University in Hamburg. Starting from the assumption, that creative industries are a potential driver for innovation in different classical industries as well as in area development, she started to work at Hamburg Kreativ Gesellschaft after her studies and she is now amongst other things responsible for cooperation between actors involved in the creative industries and other industries with the aim to foster innovative output. Hamburg Kreativ Gesellschaft is a municipal institution founded to promote creative industries with its 11 sectors (Music, Design, Architecture, Literature, Software & Games, Advertisement, Arts, Performing Arts, Press and Film) in Hamburg.

## Szymon Keller

Szymon is a designer and artist from Poland, currently living and working in Barcelona. He specialises in interiors, product and fashion. He gets his drive to design from the belief that design can change the world.

## Žemartas Budrys

Zemartas field of interests encompasses philosophy, sociology, arts, ecology, and urban development. In his recent work he has been focusing on the dynamic intersection lying between this contextual knowledge of nature and the development of businesses and organizations.

## Yaroslav Kaplan

Yaroslav is the Co-Founder and Managing Partner of Escape Quest and an entrepreneur from Kiev. As a volunteer he also provides consulting and mentorship to students from Odessa National University on social entrepreneurship projects.

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