This event manual provides a deeper insight into the organisational structure of The Nice Lab. Step by step it guides you through all fundamental elements required to build up the event space and essential directives that need to be followed to ensure the unique Nice-Lab-Vibe.

Included is the planning of the first event edition in summer 2019, in which the mentioned guidelines are applied on.
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Our main cities are the global creative hubs of the world. However, due to logistical reasons, we plan to keep the event in Europe for now.

Next to our home London, Amsterdam, Paris, Berlin and Barcelona are the main hotspots of our European audience. Hence, these incomparable melting pots will provide a home base for the first five editions of The Nice Lab.
The most splendid event locations for The Nice Lab are detected and precisely chosen in each city.

The Nice Lab then occupies the venue for five days, including a day of buildup, three days of the event and a final day for disassembly.

Essential requirements for the lab-locations are **easy accessibility** and best possible connection to public transport, as we want to make it as easy and comfortable for attendees to reach The Nice Lab.

For practical as well as aesthetical reasons, the venues need to be **spacious** and to some extent already have a **productive, experimental vibe** to ensure the workshop-lab feel.

Most importantly, they need to be **transformable**, so we can do our magic and conjure The Nice Lab. Examples are places such as industrial buildings, spacious studios and workshop spaces, or educational facilities, that are not occupied during summer break.
In order to create and visualise The Nice Lab within the space, we set up identity elements. With special interior pieces, artistic tools and practical materials, the venue gets transformed into a unique environment that merges laboratory sleekness with workshop craftiness to capture limitless creativity and collaboration.

1. **Visible fluorescent tubes** with a low colour temperature and LED spotlights ensure minimal shadows and homogenous illumination of the entire workshop-lab.

2. **Milky strip curtains** serve as modest room dividers to partition the space into different areas, such as different working zones and exhibition space. In that way, the environment is lightly sectioned while still being open and inclusive.
3. A slick combination of OSB and stainless steel resembles a fusion of creative workshop and sterilised laboratory vibes. Both highly durable and practical materials, they can be utilised as flexible workbenches or exposition constructions.

4. Corrugated panels are used as presentation boards to display the outcomes of the creative workshops on the day of the open exhibition.

5. Tiled or concrete flooring can add up to the raw and original aesthetics of The Nice Lab. As this factor is depending on the selected venue, it is not mandatory, but greatly welcomed.
The Nice Lab will run over three days, as we believe it is crucial to nap on ideas, giving them time to process and trigger unconscious decision making.

**DAY 1: GET DREAMY!**

The graduates are being introduced to their brilliant workshop coaches and peers, as well as to the detailed content of their selected workshop class. This first day is mainly about getting to know each other, exchanging hopes and dreams and collectively developing creative missions for the following day of execution.

**DAY 2: GET LOOSE!**

After some coffee, a casual intro and a joyful group chat, the attendees will start experimenting, testing and developing together. If illustration, photography, fashion or spacial design — their creative minds are stimulated to go wild and combine tools, methods and techniques they have never used that way before. In order to develop stunning outcomes, they get encouraged and inspired to work collectively and exchange creative skills and knowledge with peers and coaches. Thus, the graduates learn how to utilise their developed expertise in stunning, new ways.
DAY 3: GET FUNKY!

To kick off the final day of this spectacular event, all attendees and coaches are getting together to share thoughts about the experiences made during the past two days. Following this, all graduates get back with their workshop mates and complete the last finishing touches of their works, before it is finally time for celebration! The outcomes of all workshops will be displayed in an open exhibition.

Showcasing the workshop developments aims to waken the interest of a versatile crowd of creative professionals, in order to provide the graduates a chance to actively network with the industry. In that way, The Nice Lab will serve as a social hub to mingle, connect and explore!
Next to getting inspired by the display of the graduate's workshop results, visitors also have the opportunity to get a project of their choice, for example a specific photograph or artwork, printed on a t-shirt or jute tote bag. Working with an iron on hot press, the service enables on-site, direct-to-garment printing. This extra attraction allows the guests to take home a unique, customised reminder item for a small prize.

Further, it offers an additional event experience that increases live engagement and entertainment, and consequently serves as a smart promotional product.
The workshops in The Nice Lab will be guided by a variety of aspiring industry professionals.

The majority of them will be located in the respective city the event will open its doors in. However, a small number of London-based creative friends will also be invited to contribute to the programming and workshop guidance. In this way, we aim to cheer our British heritage and encourage international bonding.

The selected workshop coaches share our aim to pass on their gained experience and skills to the next generation of creatives. They are already part of the It's Nice That network, meaning, they have been featured by us during their early career. Providing in-depth insights into their own working process and approach, our dynamic coaches will inspire the attendees with self-realised projects and professional input. Further, they will give advice and suggestions, in order to achieve lively progress and brilliant outcomes.

Consequently, the coaches also can benefit from the graduates’ dynamic motivation and fresh flow of ideas to get new inspiration or even team up for future collaborations.

Fostering hands-on proactivity, the workshops give a subject frame being open to new interpretations and combinations by working and creating collectively. Depending on the respective coaches and their disciplines, the classes will be specialized in the fields of graphic design, fashion, illustration, spatial design or other disciplines dealing with creative storytelling. These disciplines are anticipated to be reinvented and combined with the unique characters and expertise of the diverse graduates.

Therefore, process is essential and nothing is wrong.

During this workshop program, we generally aim to minimise the use of digital tools and focus on analogue making methods. We simply feel that the intensity of manual creation generates a wider space for exploration and pushing creative boundaries.
The Nice Lab counts on an intimate working environment to achieve a familial atmosphere and creative intensity.

On that account, we only offer 75 spots for graduates in total, divided into five different workshop classes. Each workshop class will be initiated and conducted by one or two creative coaches, with the assistance of a member from the It’s Nice That team. This way, we aim to provide the best possible attention for all attending graduates.

Due to the limited spots in The Nice Lab, participants will have to submit an application, consisting of a valid graduation certificate of an art, fashion or design related study programme and a brief but qualitative portfolio. It’s Nice That will then assemble a talented, multifaceted team of creative graduates to enter and experience The Nice Lab. On the final day of the event, the exhibition of all workshop outcomes will be open to a broader audience. Depending on the venue, we aspire to host between 300 and 450 additional guests.
Along with our belief that creative inspiration is for everyone, we strongly strive for the concept of free education.

Apart from a compensating fee for material costs of total 45 Pounds / 50 Euros, The Nice Lab will be free of further expenses for the selected graduates. Public entrance to the exhibition will be charged with a one-time fee of 10 Pounds / 12 Euros. With the sale of beverages, promotional products and the It’s Nice That magazine “Printed Pages”, additional revenues can be generated.

As part of our brand communication, we partly finance The Nice Lab with our marketing budget. In order to lift the remaining expenses for the event, we gratefully receive trusted support from sponsors and partners.

These are commonly like-minded companies or brands, we have previously been collaborating with. Examples here are our loyal partnerships with Ace & Tate, Dropbox, Art Fund, G. F Smith or Uniqlo.

The generous partners will gain broad media coverage across our channels and be called throughout The Nice Lab promotion in return. As a consequence, sponsors will add brand value by taking a stand for supporting the next generation of creatives.

By promoting creative collaboration, they can display themselves as relevant, modern brands with a future-focused attitude. Further, they get provided with a pool of highly skilled and motivated graduates.

As employers in the creative sector, sponsors and partners therefore also can benefit from the event for own talent spotting.