

Creative Wellbeing Labs – Timetable 11–15 May 2026 | Kraków, Poland

DAY	TIME	ACTIVITY	EXPECTED OUTPUTS
DAY 1 – MONDAY MAY, 11	09:00–10:00	Welcome & introduction to Kraków challenges (<i>Dean Magdalena Pińczyńska, Vice-Dean Anna Syczewska, dr Justyna Berniak-Woźny</i>)	Understanding of programme goals and local context
	10:15–12:30	Team building, intercultural integration & creative wellbeing in art (<i>Dr Katarzyna Kowalska-Jarnot, SWPS University</i>)	Team integration and shared working approach
	12:30–13:30	Lunch break	
	13:30–15:00	Problem definition & target group (<i>Justyna Berniak-Woźny, PhD, SWPS University</i>)	Defined problem, target group, and key insights
	15:00–17:30	Guided city walk – Old Town	Contextual observations
	17:30–20:00	Teamwork / reflection / informal collaboration	Idea development and team reflection
DAY 2 – TUESDAY MAY, 12	09:00–12:30	Creative Well-being Design Sprint: from user insight to concept (<i>Assist. Prof. Stefania Temelkova; Assoc. Prof. Christina Savova, PhD, New Bulgarian University</i>)	User insights and initial concepts
	12:30–13:30	Lunch break	
	13:30–15:00	Teamwork – users, needs, and social context	User needs and value proposition
	15:00–17:30	Study visit – Wesola Immersive	Benchmarking insights
	17:30–20:00	Teamwork / reflection / informal collaboration	Concept development



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DAY 3 – WEDNESDAY	09:00–12:30	Visual narratives & immersive experiences (<i>Tomáš Koudela, PhD; Tereza Čapandová, University of Ostrava</i>)	Storytelling and immersive understanding	
	MAY, 13	12:30–13:30	Lunch break	
	13:30–15:00	Teamwork – visual storytelling concepts	Storyboard / user journey	
	15:00–17:30	Guided city walk – Kazimierz	Cultural insights	
	17:30–20:00	Teamwork / reflection / informal collaboration	Project development	
DAY 4 – THURSDAY	09:00–10:00	Rapid prototyping & MVP (<i>Justyna Berniak-Woźny, PhD, SWPS University</i>)	Prototype framework	
	MAY, 14	10:15–12:30	Workshop: immersive experiences (<i>Simeon Genew, SWPS University</i>)	Integration of digital elements
	12:30–13:30	Lunch break		
	13:30–15:00	Testing & refinement	Improved prototype	
	15:00–17:30	Study visit – Apteka Designu (<i>Agata Bisping</i>)	Design inspiration	
	17:30–20:00	Teamwork / reflection / informal collaboration	Final concept refinement	



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DAY	TIME	ACTIVITY	EXPECTED OUTPUTS
DAY 5 – FRIDAY MAY, 15	09:00–10:00	Finalisation of projects	Final project
	10:00–12:30	Final presentations	Pitch delivery
	12:30–13:30	Lunch break	
	13:30–15:00	National Museum in Kraków	Reflection through art
	15:00–16:00	Closing session	Final insights and wrap-up
	17:30–20:00	Optional networking	Relationship building



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