Creative Culture's Response to Transformative Innovation
Amos Taylor

Nuevas Especies XXI / Andrea Juan. Art in Antarctica
Creative Workshops

Amos Taylor 2012
A Futures Studies Perspective:

What is potentially interesting?

- Growth of creative economy toward the future. Beyond categorisation.
- Transdisciplinary
- Creative development as a transformational tool for innovation
- Creative spillover as the continuation of innovation
- The creative economy as an important factor in transformational process
- Method to approach adaptations of scenarios
A Futures Studies Perspective:

BELL (2002) says - **TRANSFORMATIONAL SCIENCE** -

"... features of a transdisciplinary matrix for futures studies as an action and transformational science. “

Sohail Inayatullah uses Transformation as one of the Six Pillars (to question, map, anticipate, deepen the future, create alternatives to, and transform the futures)


Transformative or Transformational?
Plural or Directional Action.
A Creative Culture

Think about the Counter Culture of the 1960s that created an incredible change. Not the revolution that was hoped, but something else.
Transformation:

Change concepts: The Third Industrial Revolution, The Sixth Wave, Neo-growth, Socio-cultural-economic, etc.

Transformation:

Change concepts: The Third Industrial Revolution, The Sixth Wave, Neo-growth, Socio-cultural-economic, etc.

"Green Growth interprets climate change not as a cost, but as an opportunity"

(Managing the transition to critical green growth: The ‘Green Growth State’ 2014. Diego Vazquez-Brusta, Alastair M. Smithb, Joseph Sarkisc)
Innovation & Creativity:

Both Innovation and Creativity have been used as catchwords their meaning used widely but still their importance is central.
Transformational Innovation:

Futures studies projects placed into meaningful action I suggest are *Transformational Innovation*. 

$100K Prize for the Best Game on Peace & Sustainability
UNESCO, in its creative economy report (2013) map out how the creative economy is a tool for transformation across the globe.

“The 'creative economy' is an evolving concept based on creative assets potentially generating economic growth and development. It can foster income generation, job creation and export earnings while promoting social inclusion, cultural diversity and human development. It embraces economic, cultural and social aspects interacting with technology, intellectual property and tourism objectives. It is a set of knowledge-based economic activities with a development dimension and cross-cutting linkages at macro and micro levels to the overall economy. [...] At the heart of the creative economy are the creative industries.” (UNESCO 2010, 10).
John Howkins The Creative Economy,

According to John Howkins who first coined the term, the creative economy is built on exploiting imagination into economic value and it “[...] results from a creative activity and has recognizable economic value.” (Howkins 2001, x).

(intellectual property, copyright industries, patent industries, trademark and design for example)
The Creative Economy:

**John Howkins** The Creative Economy,

**Richard Florida**, the culture atmosphere attracts people to the city – professional classifications 'a creative class' (a problematic quickly dated idea) – but luckily **Bohemian Index** and **Tolerance Index** are valueable contrabutions

**Charles Landry** Creative Cities,
**John Hartley** Creative Industries, Regional development
The Creative Economy:

A Concentric Ring Expression

Figure 1.2  Modelling the Cultural and Creative Industries: Concentric Circles Model®

- Core cultural expression
  - Literature
  - Music
  - Performing arts
  - Visual arts

- Other core creative industries
  - Film
  - Museums, galleries, IT
  - Photography

- Related industries
  - Advertising
  - Architects
  - Design
  - Fashion

- Wider cultural industries
  - Heritage services
  - Publishing and print media
  - Television and radio
  - Sound recording
  - Video and computer games

Figure 1.3  The Work Foundation’s Concentric Circles Model

The rest of the economy
Creative industries and activities
Cultural industries
Core creative fields
Commercial outputs possess a high degree of expressive value and invoke copyright protection.

The Creative Economy:
Classification, Indicators are Problematic

"...to capture the vibrancy and scale of creative economies beyond economic indicators. [...] advancing] the understanding of “creativity” and “culture” as both drivers and enablers of development.” UNESCO Report 201, 17.

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### Table: Different classification systems for the cultural and creative industries

<table>
<thead>
<tr>
<th>Classification System</th>
<th>Industries</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Symbolic Texts Model</td>
<td>Core cultural industries, Advertising, Film, Internet, Music, Performing arts, Publishing, Television and radio, Video and computer games, Peripherals cultural industries, Creative arts, Borderline cultural industries, Consumer electronics, Fashion, Software, Sport</td>
</tr>
<tr>
<td>3. Concentric Circles Model</td>
<td>Core creative arts, Wider cultural industries, Literature, Music, Performing arts, Visual arts, Other core creative industries, Film, Museums and libraries, Related industries, Advertising, Architecture, Design, Fashion</td>
</tr>
<tr>
<td>4. WIPO Copyright Model</td>
<td>Core copyright industries, Interdependent copyright industries, Blank recording material, Consumer electronics, Musical instruments, Paper, Photocopiers, photographic equipment, Visual and graphic art</td>
</tr>
<tr>
<td>6. Americans for the Arts Model</td>
<td>Advertising, Architecture, Arts schools and services, Design, Film, Museums, zoos, Music, Performing arts, Publishing, Television and radio, Visual arts</td>
</tr>
</tbody>
</table>
The Creative Economy:

Markets are measurable and yet becoming more complex

<table>
<thead>
<tr>
<th>Markets</th>
<th>Sales (£m)</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Books</td>
<td>36.3</td>
<td>646,000</td>
</tr>
<tr>
<td>Newspapers &amp; magazines</td>
<td>70.0</td>
<td>483,500</td>
</tr>
<tr>
<td>Music</td>
<td>26.3</td>
<td>1,168,000</td>
</tr>
<tr>
<td>Performing arts</td>
<td>31.9</td>
<td>1,224,500</td>
</tr>
<tr>
<td>TV</td>
<td>90</td>
<td>663,500</td>
</tr>
<tr>
<td>Film</td>
<td>17.3</td>
<td>641,000</td>
</tr>
<tr>
<td>Radio</td>
<td>10.4</td>
<td>97,000</td>
</tr>
<tr>
<td>Video games</td>
<td>16</td>
<td>168,000</td>
</tr>
<tr>
<td>Visual arts</td>
<td>127.6</td>
<td>1,231,500</td>
</tr>
<tr>
<td>Architecture</td>
<td>36.2</td>
<td>493,000</td>
</tr>
<tr>
<td>Advertising</td>
<td>93</td>
<td>818,000</td>
</tr>
</tbody>
</table>

Total CCI's (after removal of double-counting) | 535.9 | 2,060,000 |
The Creative Economy:

Framework for developing Cultural and Creative Industries (CCIs)
EU OMC Working Group on CCIs, 2012

- Creating preconditions
  Aim: favourable environment for developing CCIs
  - Strategies
  - Policies
  - Measures
  - Awareness raising
  - Information services
  - Strategic alliances
  - Institutional framework
  - Mappings
  - Studies

- Strengthening CCIs
  Aim: competitive and exporting creative enterprises
  - Networks and clusters
  - Access to finance
  - Creative business incubation
  - Physical infrastructure
  - Capacity building

- Spillover effects
  Aim: bridging CCIs with rest of the society and economy
  - Innovation and productivity
  - Education and lifelong learning
  - Social innovation and well-being
  - Tourism and branding
  - Regional development
  - Environmental sustainability
The Creative Economy:

Cities & Clusters

- Hubs, Satellites, Clusters, Cities, Regions,

See Andersen & Lorenzen 2014. Different creative cities.
A Creative Culture & Transformational Innovation?
Methods:

Intertextual analysis, futures workshops/scenarios, horizon scanning, trend analysis (critical deep futures, CLA)
Methods:

Intertextual analysis, futures workshops/scenarios, horizon scanning, trend analysis (critical deep futures, CLA)

- Creative economy, Creative & cultural industries, knowledge economy, transformation, innovation,
- Creative industry trends, drivers, weak signals
- Neo-carbon energy project FFRC futures clinic – cla workshop
- Spillover innovation, value creation, solutions, business, lifestyles, development
The Neo-Carbon Energy project:

FFRC provide scenarios on future lifestyle and energy uses.

- **Cooperation between:** Finland Futures Research Centre - University of Turku, Technical Research Centre of Finland VTT, Lappeenranta University of Technology LUT

- New energy storage system for green energy.

- Scalable & exportable.
The Neo-Carbon Energy project:

Tekes: Finnish Funding Agency for Innovation - Description

"NEO-CARBON ENERGY is a cross-disciplinary research project focusing on the functional principles, technologies and societal implications of a future energy system."

"Significant implementation of solar and wind energy causes a revolution in [the] energy system which requires the creation of new type of energy storage technologies, services, energy markets, business models, legislation and value chains as many of the current system’s fundamentals lose their meaning."

"The change in the energy system also induces broader socio-economic changes such as energy independence. This change - its prerequisites, opportunities, and manifestations - will be anticipated and reflected in the whole-of-society change and global developments."

The Neo-Carbon Energy Project:

Finland Futures Research Center project description:

"The future energy landscape and system are affected by socio-cultural changes. Lifestyles and value systems are changing as a result of emerging issues such as prosumerism. Radically new innovations, services and practices may emerge as a result of the “third industrial revolution”

The Neo-Carbon Energy Project:

Finland Futures Research Center project description:

"This is the foresight part of a larger “NEO-CARBON ENERGY” project, [...] The horizon scanning of the changing world and energy landscape is complemented with Futures Cliniques and other innovative foresight tools and processes. Four transformational scenarios on the neo-carbon world and neo-carbon societies 2050 will be constructed.”

The Neo-Carbon Energy Project:

Futures Clinique process

1. Futures Provocation *(scenario background)*
2. Futures Wheel
3. PESTEC Table
4. Energy Futures Implications 2050 *(Energy statement - Black Swan)*
The Neo-Carbon Energy project scenarios:

Table 1. Four transformative scenarios.

<table>
<thead>
<tr>
<th>Deep ecology</th>
<th>Ecological awareness</th>
<th>Pragmatic ecology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radical startups</td>
<td>New consciousness</td>
<td>Corporate (&quot;Centralized peer-to-peer&quot;)</td>
</tr>
<tr>
<td>Society is business-oriented, but economy is driven by a multitude of small-scale startups known for their &quot;radical&quot; values and approaches. Environmental problems are solved commercially. Businesses are drivers of new, ecologically oriented lifestyles.</td>
<td>Deep ecological values and distributed models have led to altogether new kind of consciousness and worldview. Environmental problems are not seen as practical issues but calling for deeper changes in values and mindsets.</td>
<td></td>
</tr>
<tr>
<td>Value-driven &quot;Techemoths&quot;</td>
<td>Green DIY Engineers</td>
<td>Peer-to-peer</td>
</tr>
<tr>
<td>Peer-to-peer approaches are common, but they are practiced in more or less traditional organisations. Markets take care of environmental issues.</td>
<td>Engineer-oriented citizens have organized themselves as local communities to survive ecological collapse. Environmental problems are solved locally, with a practical mindset.</td>
<td></td>
</tr>
<tr>
<td>Neo-Communal (Distributed peer-to-peer)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table from 'Introduction to Neo-Carbon Energy 2050 scenario sketches Background material to Futures Clinique 6.5.2015' Neo Carbon Energy Project, FFRC.
The Neo-Carbon Energy Project:

Futures Clinique, 4 Scenarios

- Radical Startups
  - Outcomes - *Intangible services & experimentation, city centric*
- Value-Driven Techemoths
- Green DIY Engineers
- New Consciousness
  - *Conceptual*
The Neo-Carbon Energy Project:

A Creative Economy Interpretation of Scenarios

- Radical Startups
  - Outcomes - Intangible services & experimentation, city centric

- New Consciousness
  - Highly Conceptual embracing creative expression

http://www.creativeapplications.net/openframeworks/the-field-of-hope-2015/#jp-carousel-48929
Milan expo, China Pavilion 2015
The Neo-Carbon Energy Project: Interpreted Creative Economy Spillovers

Radical Startups themes from Clinique eg.

"agile and dynamic education system”

"Fluid collaboration between education, government and the business environment allow a constant 'bubbling' of entrepreneur innovations”

"diverse expressions of technology and social innovation.”

"Authentic eco-tech”

"passion trends → very powerful culture & policy change driver ”
The Neo-Carbon Energy Project:

Interpreted Creative Economy Spillovers

- eg.

clinique radical startups suggested - 'Any Food Possible With New Technology'

Opportunity for new sustainable food experiences. 'Make a salad!'

The Neo-Carbon Energy Project:
Interpreted Creative Economy Spillovers

GreenPix zero-energy media wall

**Overview**  
- The largest LED display in the world, approximately 2,000m².
- Powered using a self-sufficient photovoltaic system that captures twice as much energy as the façade uses.

The GreenPix media wall is a groundbreaking concept, integrating sustainable and digital technologies within the curtain wall of Xicui Entertainment Centre in west Beijing.

Featuring the world’s largest colour light-emitting diode (LED), it becomes a major new focus for the digital artist community.

- eg.
  – 'Giant Interactive Media Art are Self Sufficiant'

Creative Spill-over Industry Horizon Scanning Trends for SME's:

1. Personalisation/individualisation products and services,
2. The rise of women as leaders (in technology and business)
3. Downshifting or moving away from mass social media, many people signing out of Twitter etc. to find alternatives.
4. Interlinking products & services to internet of things, building your own internet of things kits rise.
5. New opportunities from crowdfunding alternative projects, copies of Kickstarter
6. Peer-to-Peer services and business continue to thrive
7. Alternative spaces, abandoned industrial spaces used as venues
8. Low tech activism and High tech activism - show the power of social media in different ways toward political aims.
9. Designers engage in green sustainable design utilising green energy (eg. Solar) to create interactive public spaces with light for example.
10. Serious gaming
11. Authenticity, authentic brands
12. Gaming for education is on the rise,
13. Small agile business methods, like food trucks on bikes.
14. Co-operatives unite small diverse business under one brand identity
15. Apps that link furniture, lights, to alter the mood, perhaps also a downshift wellness aspect too. Apps for Yoga are huge, and wellness (yoga)
16. Wearables
17. New products from bio hacking, gene hacking
18. New interpretations of big data,
19. Flexible workspaces, shared workspaces, working from home with friends, is growing reflecting small business needs and a kind of ideology. They support each other, also branded under the same roof.
The Neo-Carbon Energy Project:

Interpreted Creative Economy Spillovers

Saying- 'THEATRICAL SOLUTIONS, FOR THEATRICAL PROBLEMS!'

(Creative Solutions, to Creative Problems!)

Amos Taylor