CULTURE AS INNOVATION - THE SEARCH FOR CREATIVE POWER IN ECONOMIES AND SOCIETIES

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CULTURE AS INNOVATION
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Creative power relates to:

- Making new through breaking the rules of existing paradigm
- Being in the future today since in the future creative economy is the only economy to be...
The current society is in a late-industrial transition between two epochs. It is moving from more from less to more and better from less, which is described as meaning-intensive and material-intensive, respectively. The operating principle is to move towards a new kind of society, the information society, and the operating logic is to transition from the industrial society to the conscious society. The diagram illustrates this transition over time, with the timeline from 1970 to 2020.
Three principles for the new Epoch...
Principle nr 1: Think and Act in the Long Term

Visualise the distant targets

Invest for what you believe in, and focus

Experiment to find the uniqueness
Principle nr 2: Insist on Holistic View

Create productive alliances

Offer services and solutions, not products

Make use of media convergence
Principle nr 3: Search for Transparency

Find your true identity through values

Think how you manifest them in your services

Walk your talk
Through these principles, culture becomes a true innovation!
Creative economy is about

- Valuing people and their interest
- Co-creating with people and other institutions
- Connecting identity and targets
- Fusing art with business
But in the shadow lies a mystery...

The Trap by Osmo Rauhala
“Fear of the unknown is one of the deepest sources of strength for mankind. We populate the depths and outer reaches of space with creatures that may never found. Evolution has engendered in us the ability to predict events in our imagination. This quality has obviously been an effective and crucial element in the growth of the human brain, but its source is in our subconscious. On a surface of the ocean, a boat is reality, matter that we can measure. When sunk, like the titanic, it becomes a myth, and the stuff of dreams…”

Osmo Rauhala
Have inspiring conference!

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