

# Culture as Innovation – The Search for Creative Power in Economies and Societies

9th International Conference of Finland  
Futures Research Centre and Finland  
Futures Academy in Collaboration with  
Turku 2011 – Finland's Candidate  
for the European Capital of Culture 2011  
April 6-8, 2007



# Culture as Innovation

Marjut Haussila:

If “history is the lie that they teach you in school”, what can we do?

THE CITATION FROM *Pride* OF LIVING COLOUR



## Terry Eagleton (2007)

Take, as an image of the good life, a jazz group.... Each member is free to express herself as she likes. But she does so with a receptive sensitivity to the self expressive performances of the other musicians. The complex harmony comes not from playing from a collective score, but from the free musical expression of each member acting as the basis for the free expression of the others. As each player grows more musically eloquent, the others draw inspiration from this and are spurred to greater heights. There is no conflict here between freedom and the good of whole, yet the image is the reverse of the totalitarian. ...when we act in this way, we realize our natures at their finest.



Bernstein (1983):

... it is not sufficient to try to come up with... arguments that will show... what is wrong with objectivism and relativism, or even to open up a way of thinking that can move us beyond objectivism and relativism; such movement gains “reality and power” only if we dedicate ourselves to the practical task of furthering the type of solidarity, participation, and mutual recognition that is founded in dialogical communities.



# Culture as Innovation

- | culture is contradictory capital
- | curriculum is cultural through and through
- | canons are contested
- | challenges of criticism



# Culture as Innovation

## **CULTURE**

- | material and symbolic production of what nature offers and man can nurture for the sake of common good and individual benefit
- | an innovative process rather than catalogue of essences or products
- | education as innovative cultural means in economy and society
- | a critique of the taken for granted assumptions pertaining to culture, education and curriculum obstacles of innovative efforts



# Culture as Innovation

## **CURRICULUM**

- | a pedagogical, intellectual and moral framework of and for an environment around and/or under which educational institutions work and people go about their complex chores of teaching and learning



# Culture as Innovation

## **CAPITAL**

- | a factor of production that as some kind of resource is valued for its productive function





# Culture as Innovation

## **CANON**

- | the most valued exemplary works of a tradition defining the standard and the norms of practice



# Culture as Innovation

## **CRITICISM**

- | posing questions and suggesting encounters that emerge as dilemmas, subverting the obvious and the canonical and revealing incongruities



# Culture as Innovation

## **DIVERSITY**

- | the hub of culture and market economy in the postmodern, postindustrial society is constantly reconstituted at various intersections of science, technology and the arts which may cause collisions with as well as revivals of traditional values



# Culture as Innovation

## **NARRATIVE**

- | a means of inquiry and reflexive methodology, in which a sequence of events is presented and an evaluation of the recounted action provided from the narrators point of view so that the informative true *to* life value of the story can be judged at the side of possible true *of* life value (Bruner 1996)



# Culture as Innovation

## **INNOVATION**

- | thinking through and learning by culturally challenging encounters at the intersection of arts, sciences and technology

# Culture as Innovation

CONCEPTION FUNCTION	DESCRIPTIVE	SECTORAL	COGNITIVE	EXPANSIVE	PRAXIS
source of belonging	space, nature history ethnicity tribe nation ideology	artefacts goods factory	ideas values norms economy	communicative critical knowledge	know how <i>techné</i> technology evasive transient transcendent
dominant sense of time	past defining present	past / present/ future	past/present / future	present by way of past	confluence for future
alternative characterization/ sphere of life	social tradition way of life religion	high culture art world cultural exhibit	disciplinary theories academia	polyphonic reciprocal media	dynamic hybrid emerging ethical multimedia
knowledge interest	essential, governing	essential, Canonic cumulativ	intellectual, disciplinary	expansive democratic	emancipatory multi-centric



# Culture as Innovation

antidotes for unawareness

- | contrastive but equally reasonable accounts or perspectives of an event are presented
- | one's own knowledge or narrative version clashes with what transpires or is assumed
- | the object of thought is subjected to critical scrutiny, converting ontological arguments about the nature of reality into epistemological ones about how we know



# Grooving high for innovation

In a jazz group each member is free to express herself as she likes. By receptive sensitivity to the self expressive performances of the other musicians, the complex harmony emerges from the free musical expression of each Member acting as the basis for the free expression of the others. Each player grows more musically eloquent, drawing inspiration from others and thus all are spurred to greater heights.

## **GROOVE CONNECTION**

There is no conflict here between freedom and the good of whole, yet the image is the reverse of the totalitarian : we realize our natures at their finest.