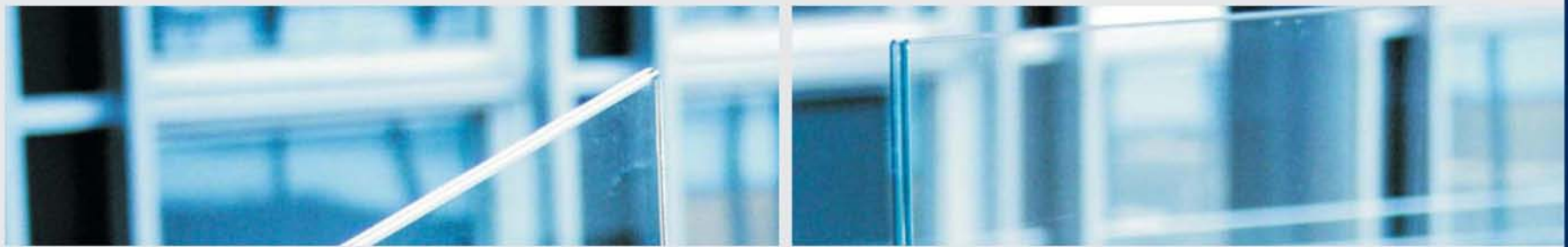


# CULTURE AS INNOVATION -THE SEARCH FOR CREATIVE POWER IN ECONOMIES AND SOCIETIES

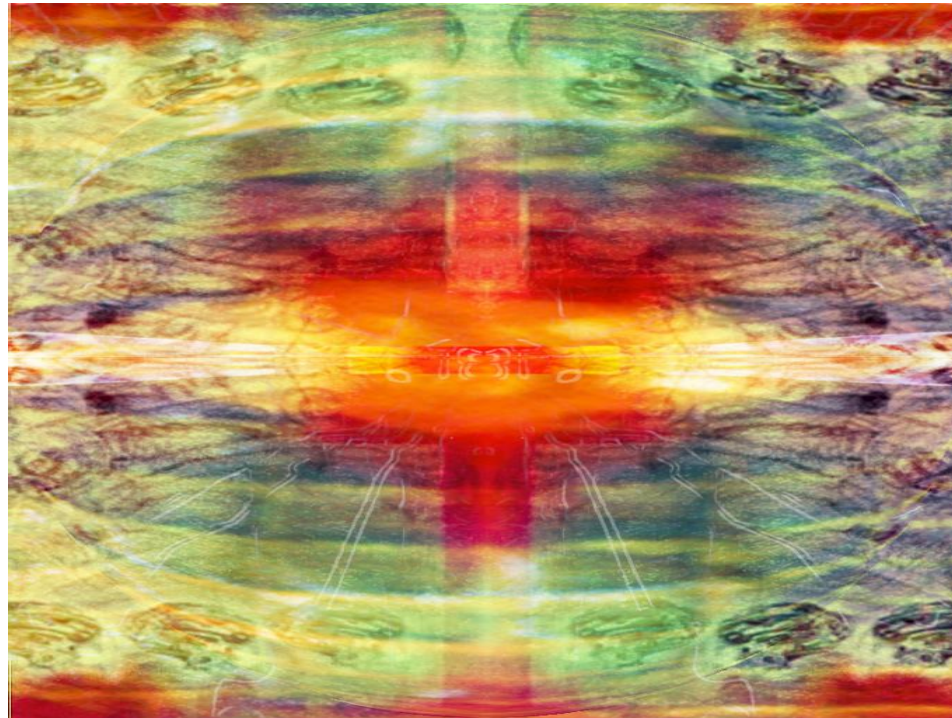
Turku, Finland



## CULTURE AS INNOVATION Professor Markku Wilenius

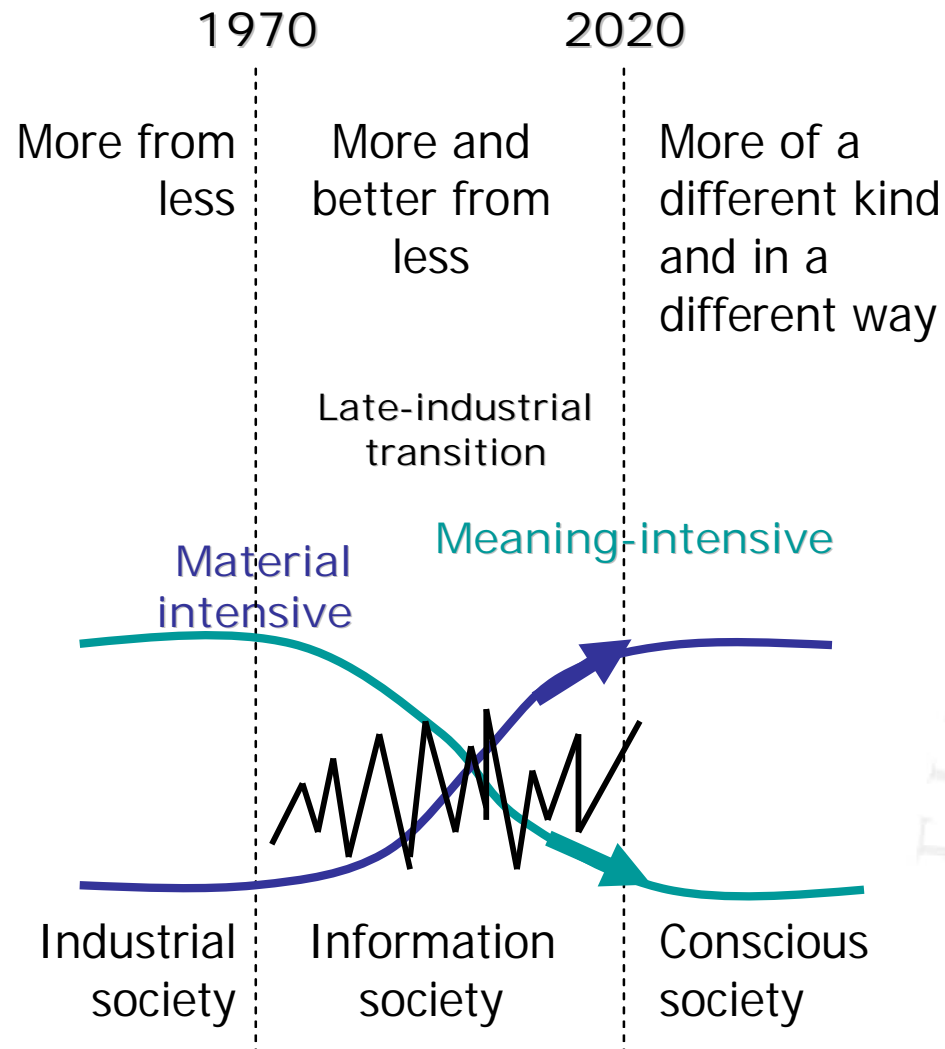


# Creative power relates to:



- 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...

# A leap forward towards new kind of society



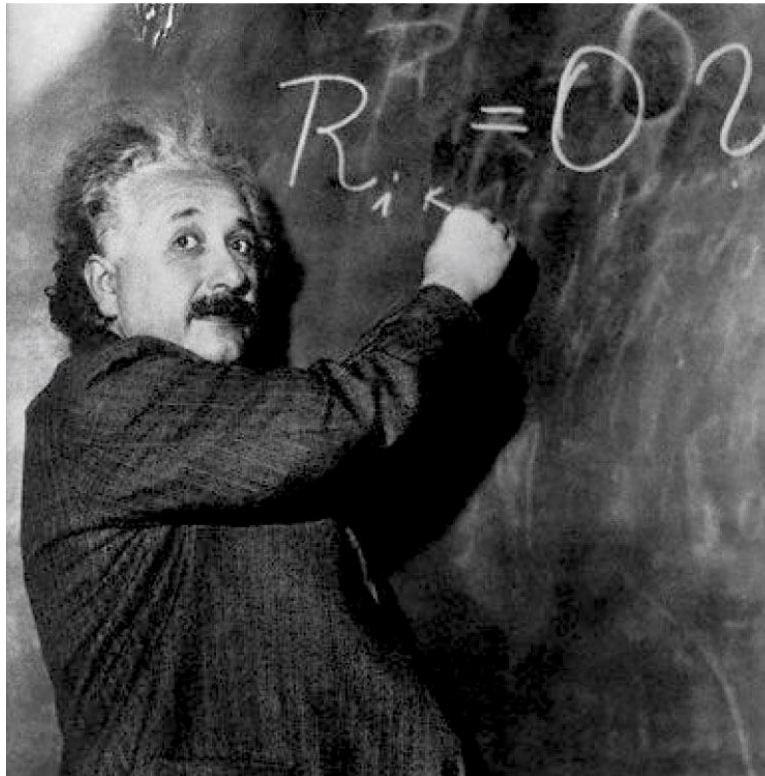
Operating principle

Operating logic

**Current society is late-industrial transition between two epochs**

Type of society

## 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

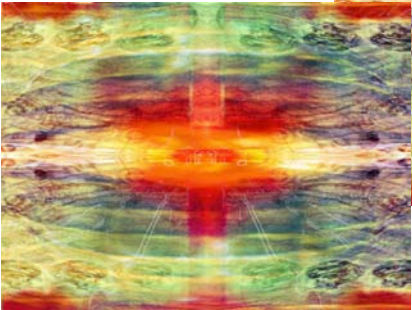
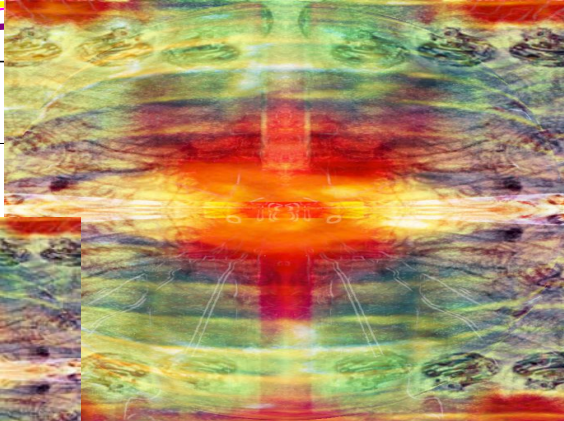
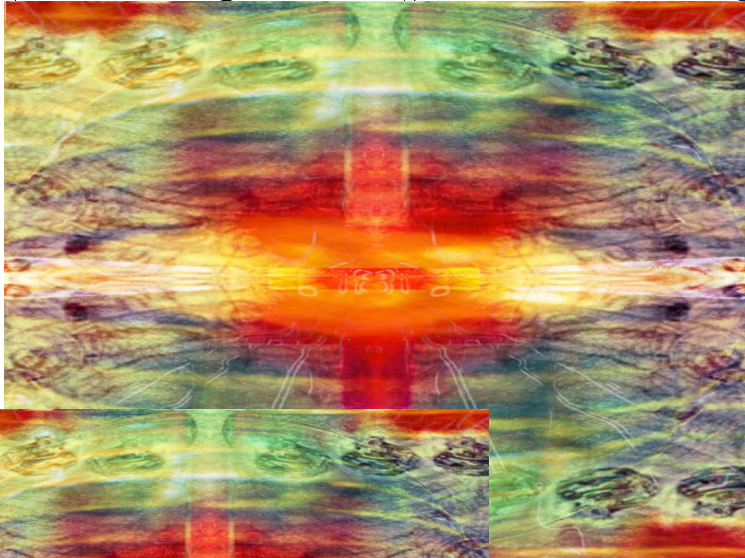
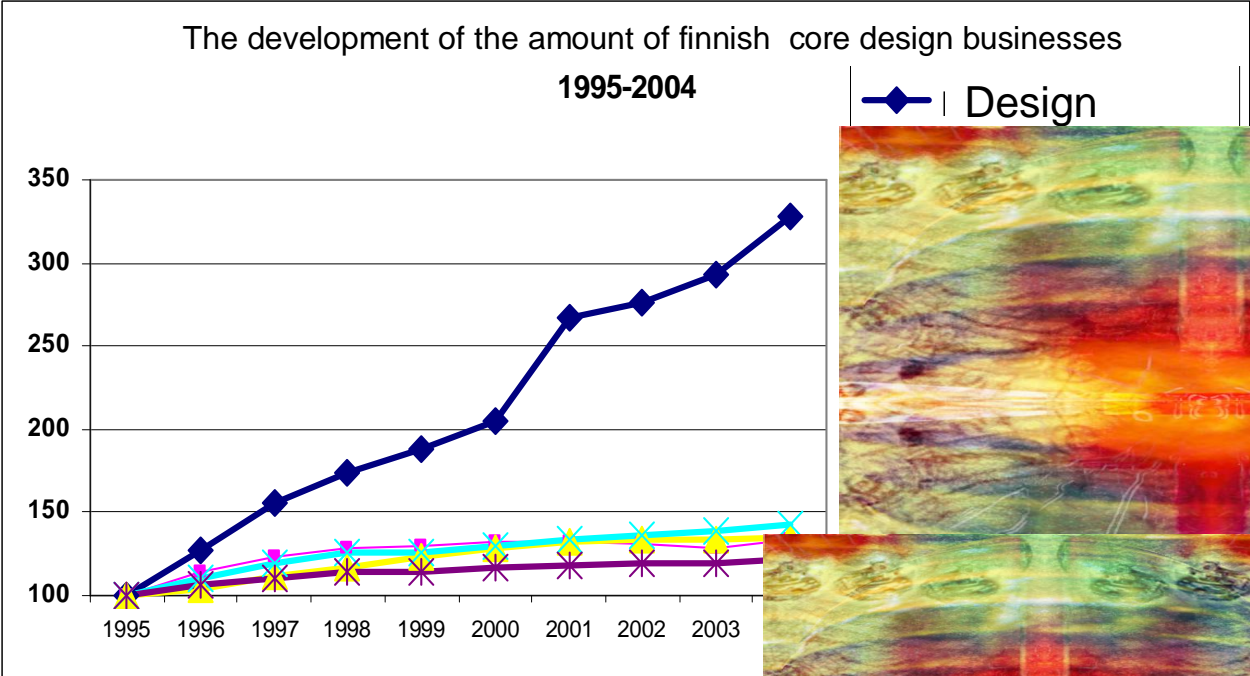
Find your true identity through values



Think how you  
manifest them in your  
services

Walk your talk

Through these principles, culture becomes a true innovation!

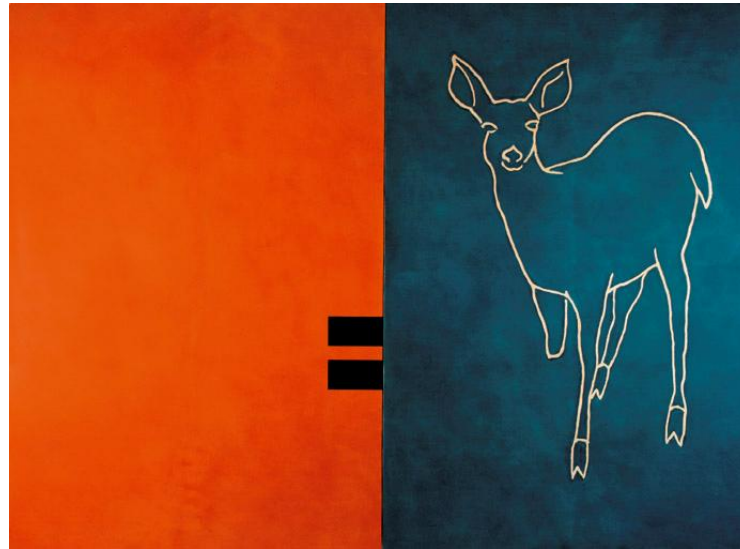




# Creative economy is about

- 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!



14.6.2007

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