

# Creative Innovation

—

Welcome to the conference

**the beach** for creative innovation  
Ism Prensela Dutch Platform for Design and Fashion en  
Amsterdam Creativity Exchange  
Powered by the Creative Challenge Call

—  
Westerhuis, Amsterdam  
22 november 2007

Why do we need **creative innovation**?



Current **ISSUES**, demand  
novel approaches and  
perspectives

Agricultural economy

Industrial economy

Knowledge economy

Service economy

Experience economy

**Meaning** economy

We are moving into an  
economy of meaning,  
a **meaning-society**

We see the creation and design of  
new meanings as:

**the core of creative innovation**

Hmm....  
but who or what  
provides **meaning**?

What is it ?

# Culture

... therefore we have taken a cultural approach to innovation

You're right..


People in the  
creative  
and cultural  
sector live in  
this domain

And their core business  
is the **creation**  
and **design of**  
**meaning**

**Culture**


=

the domain of **expression**,  
**reflection** and **exchange**

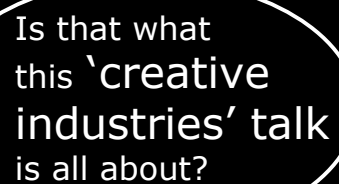


What about other  
sectors?

Meaning becomes  
increasingly important  
for other sectors  
too.  
And for society



Meaning ... that's what  
creatives create :)



Is that what  
this `creative  
industries` talk  
is all about?

Focus not on making culture an  
economic thing, but the opposite:  
the culturisation of economy

If economy and society need  
**more cultural input**, how  
do we bridge the cultural and  
other sectors?

**Design** can do it!

Why design?

Many people see design  
as a way to shape and create  
things or to symbolize ideas

Design has always been positioned  
between culture and economy

For creative innovation we need another  
approach to design, one which focuses on the  
**design of meaningful  
situations**

Our approach to **creative innovation** concentrates on two strands:

1. **Cultural perspective:**  
shift from function to meaning
2. **Extended design perspective:**  
the design of meaningful situations

These are the key features of creative innovation

..as we see them

**Designs of the Time 2007**  
and **WiMBY!** are both stories  
about designing meaningful  
situations

Meaning creates value.

All kinds of value: cultural  
values, economic values...

This conference grew out  
of the Creative Challenge  
Call, which is supposed to  
be about **culture and  
economy**

But what about **society**?

How does this all relate to the social  
**agenda** for innovation?

In other words **what is the link**  
between ‘**creative innovation**’ and  
**social innovation**?

That’s why **Geoff  
Mulgan**, one of the  
leading experts on  
social innovation, will  
conclude the afternoon

**Creative  
innovation.**