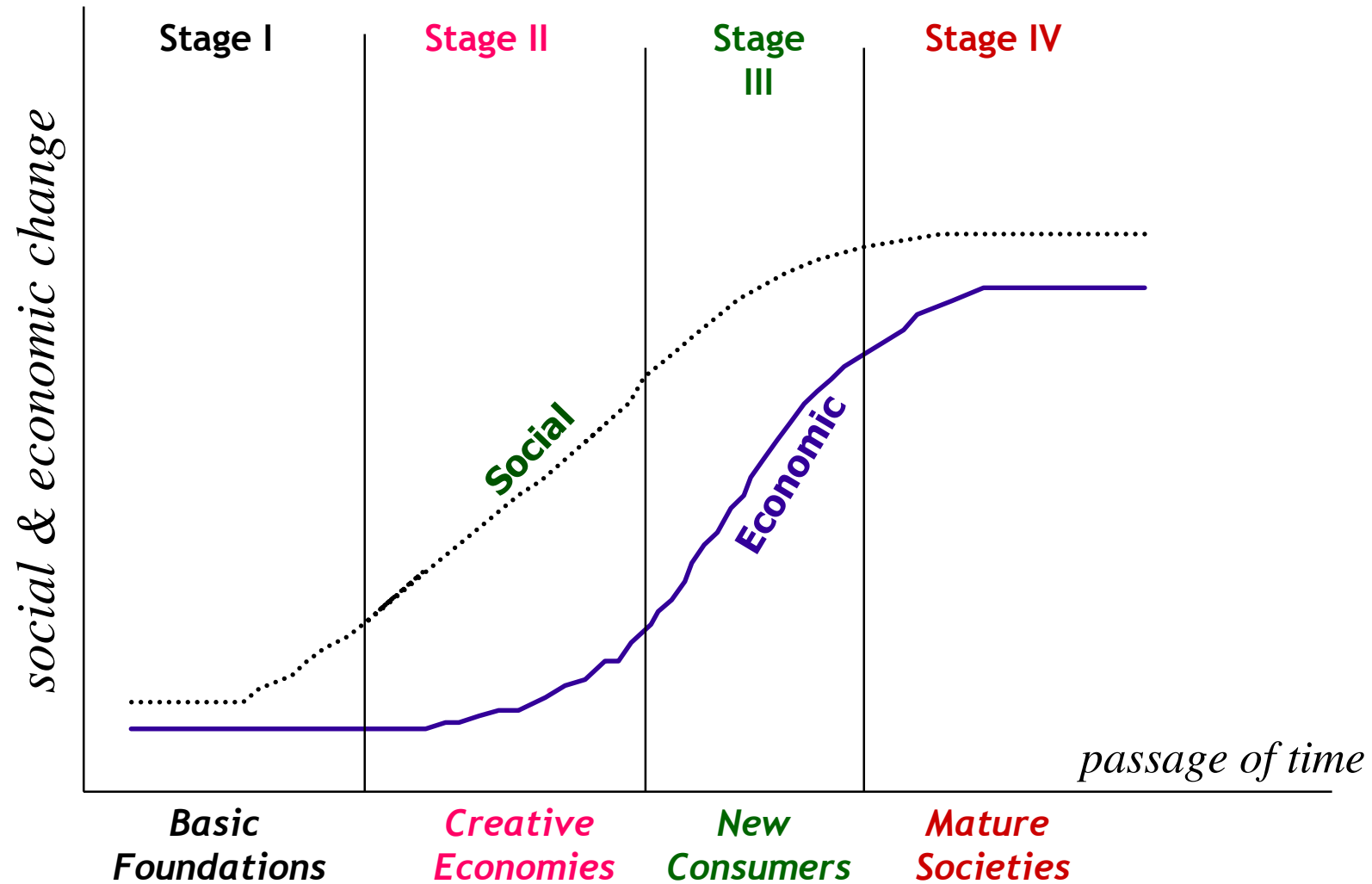


Arts & Invention

LIFT Business Arts Forum
23 May 2002

Barbara Heinzen PhD

Development Stages – late 20th Century



The Need for Social Invention

“I realised that we did not just have to re-invent the business, we had to re-invent the industry.

But it is not clear what we do next.”

**London,
international company, 1999**

“To deal with health issues we need to address much wider issues, especially poverty and the environment.

But we don’t know how.”

**Nairobi,
NGO health service, 1999**

“I keep asking myself if we can find a non-industrial model of development and wondering how IT might fit in.”

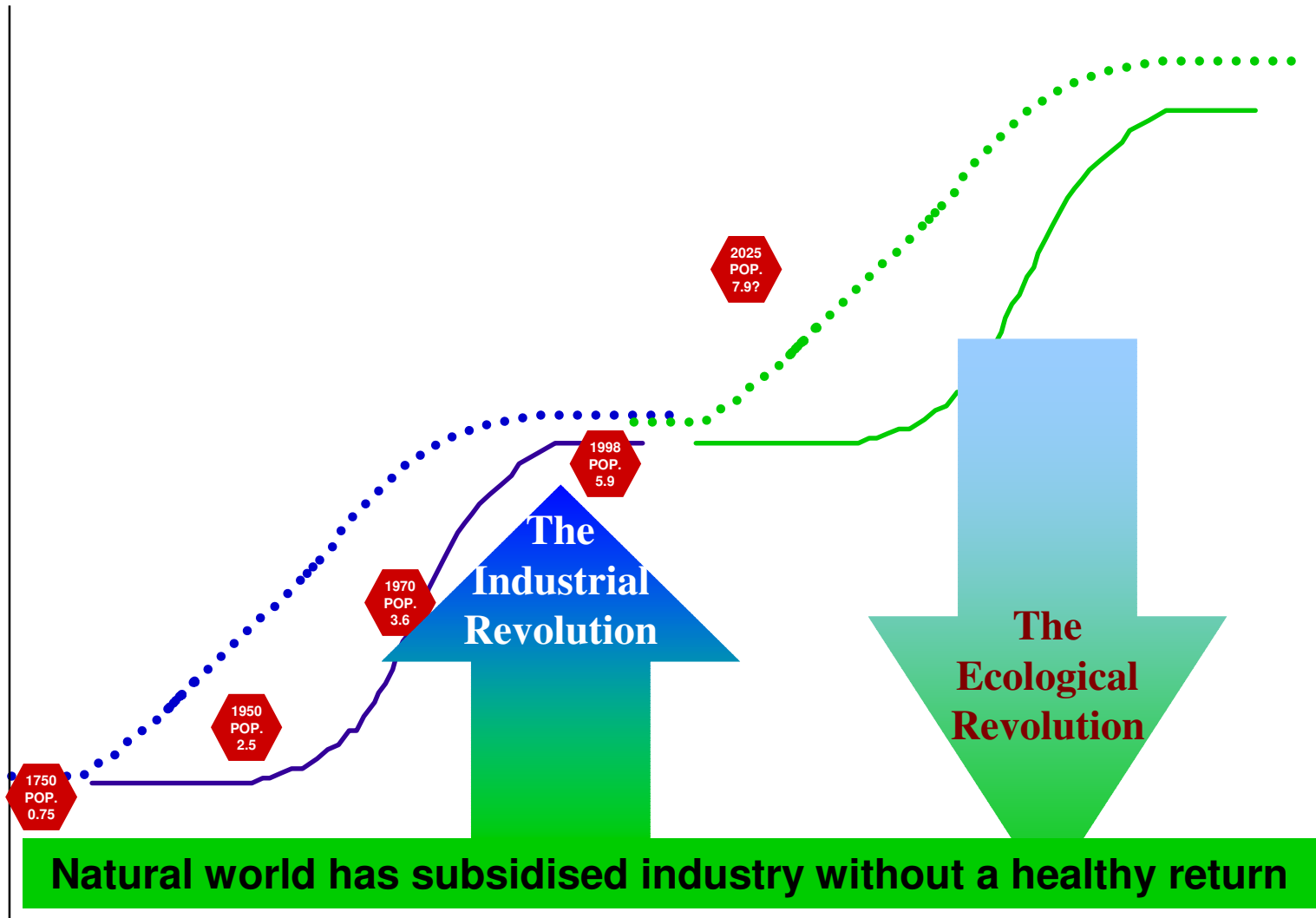
**Malaysia,
micro electronics institute,
1998**

“I didn’t think I would make the sale, but I wanted his data.”

**California,
start-up water treatment co.,
1998**

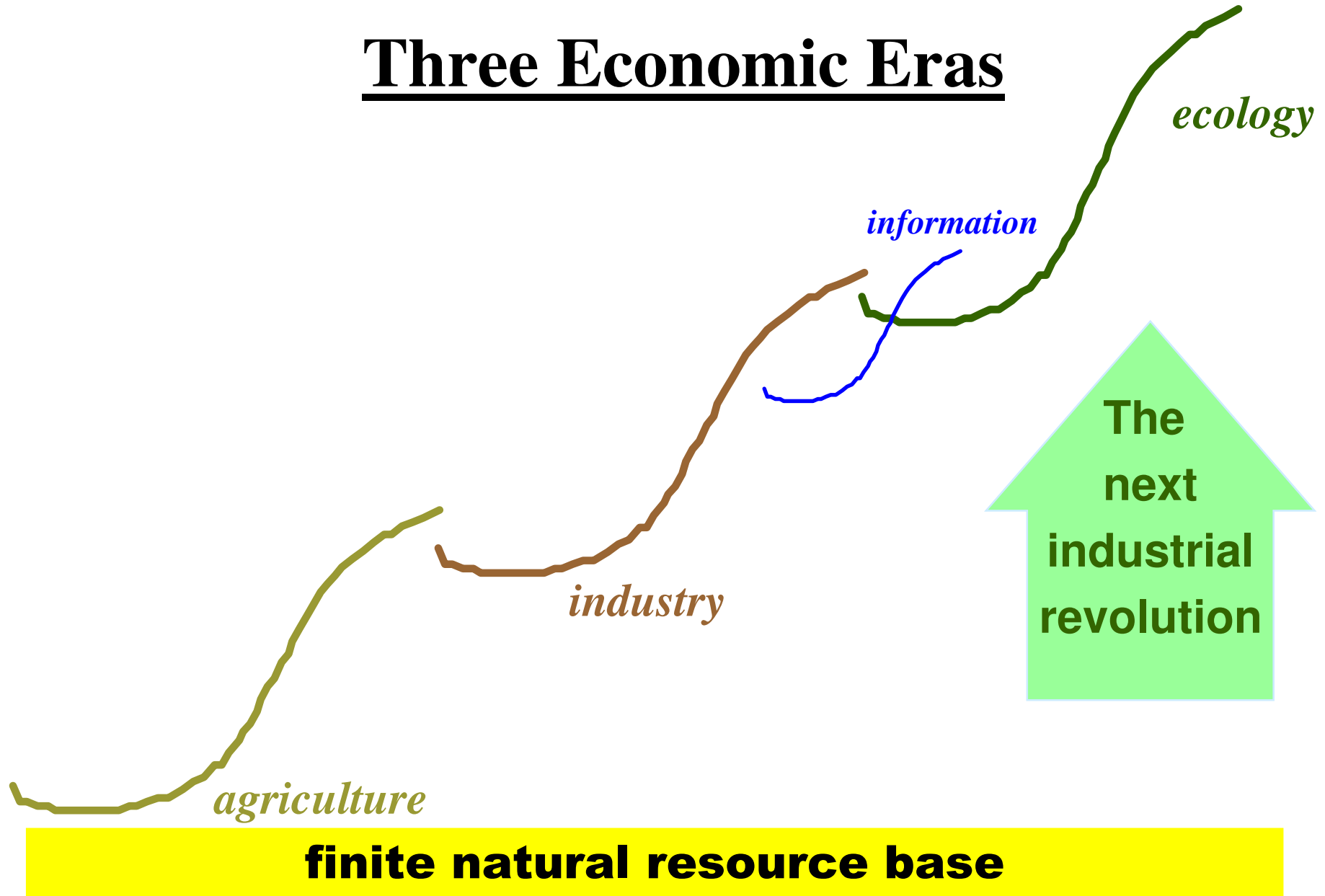
The Next Revolution

Reversing the subsidy from the natural world



 *global population, in billions*

Three Economic Eras



Three Drivers of Invention in England

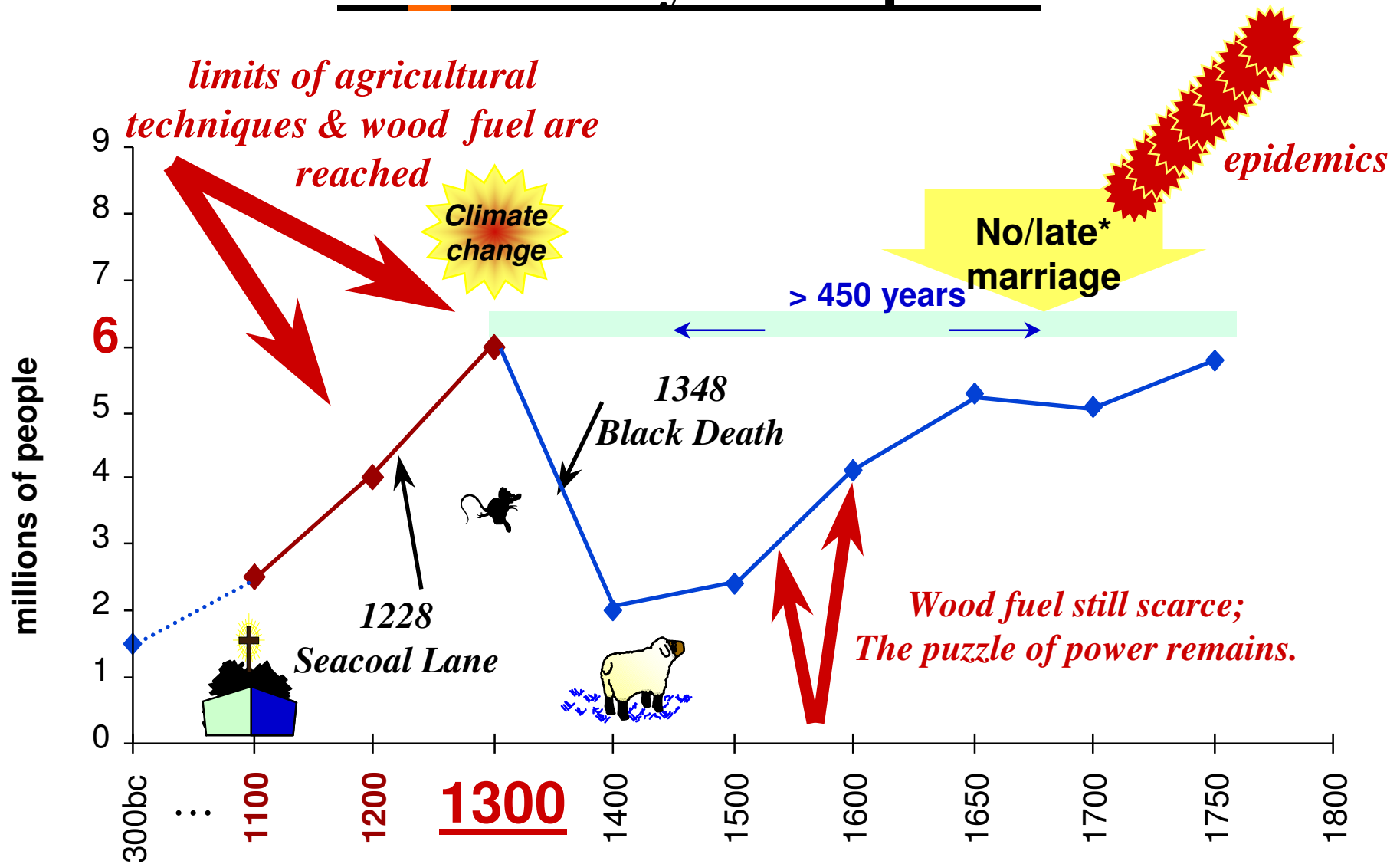
E

Extremity

Experiment

Engagement

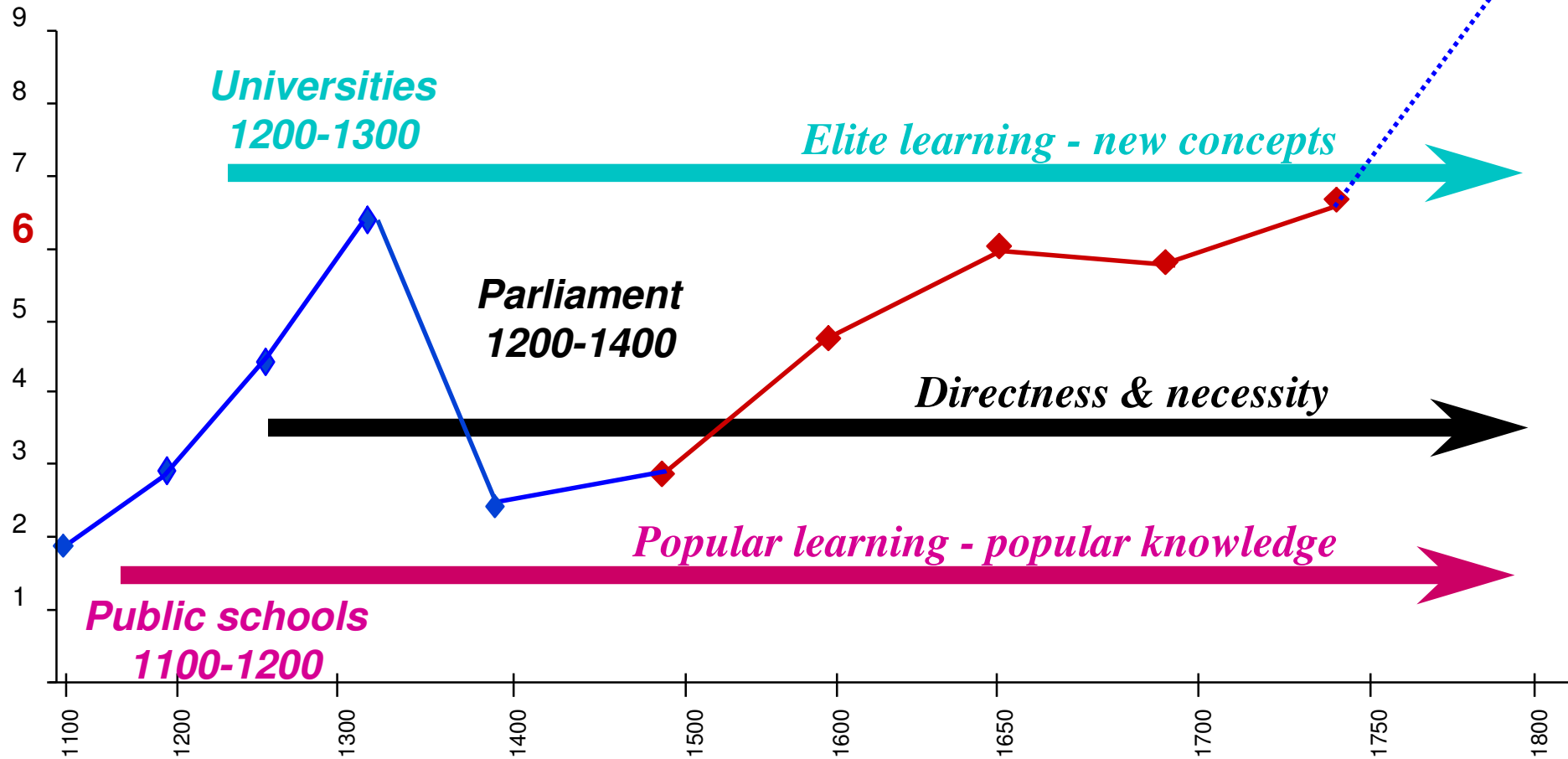
1: **E**xtremity & Response



* Lawrence Stone, *The Family, Sex and Marriage in England 1500-1800*, Harper Torchbooks, 1979, chap. 2, *passim*. 1625-1825: 15-25% of peers' daughters never married; 15-20% of peers's sons never married. 1695 Lichfield, 9% of women > age 30 unmarried.

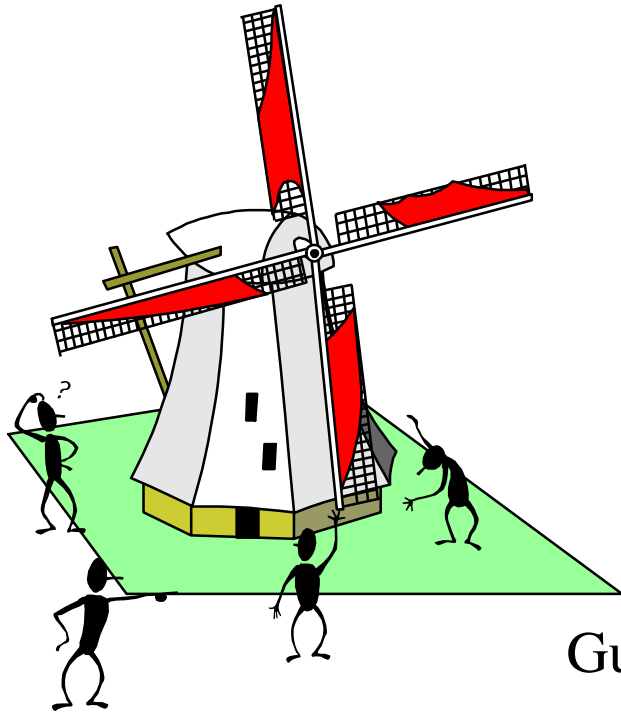
2: Continuity of Critical Experiments

Early quiet revolutions

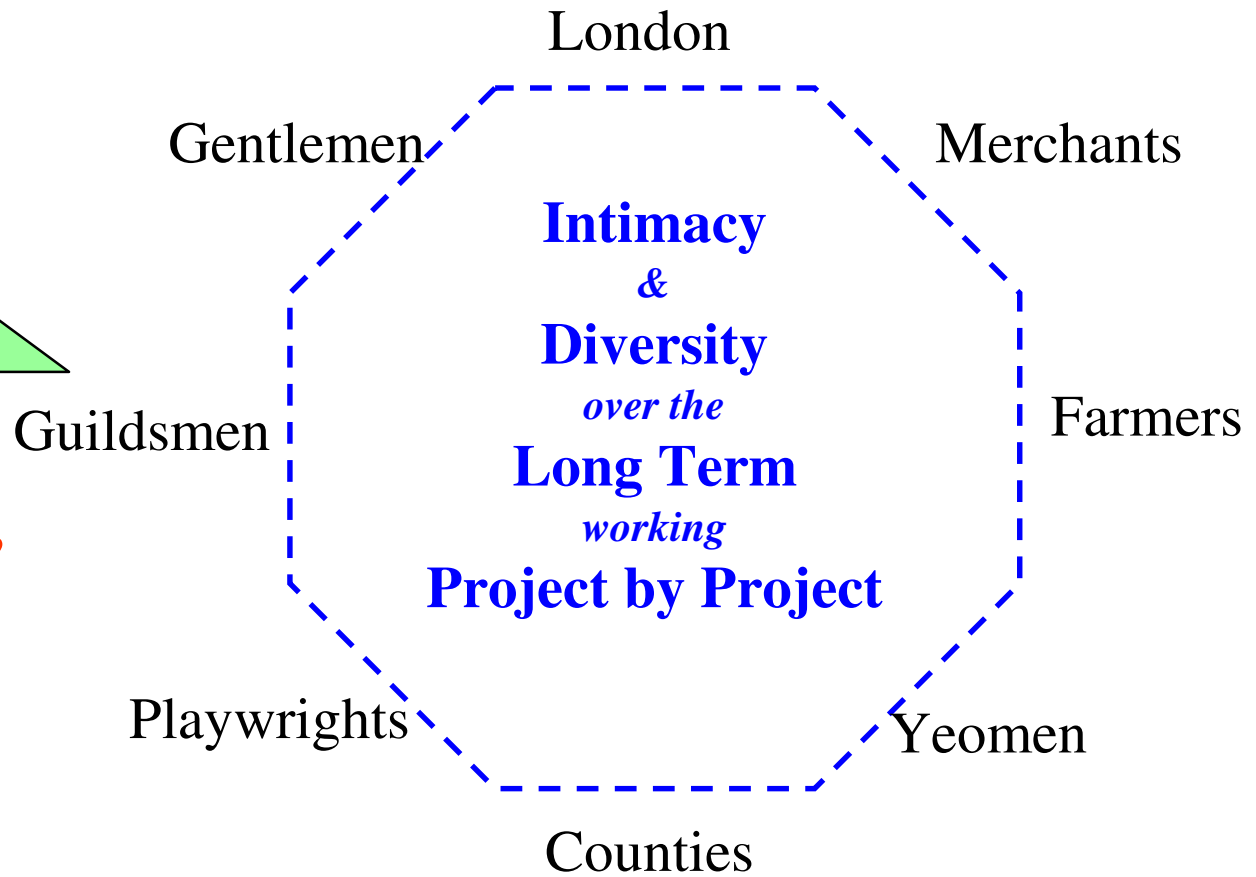


Sources: Schools: Nicholas Orme, 1976; Parliament: Ronald Butt, 1989; Universities: Jacques Verger, 1999

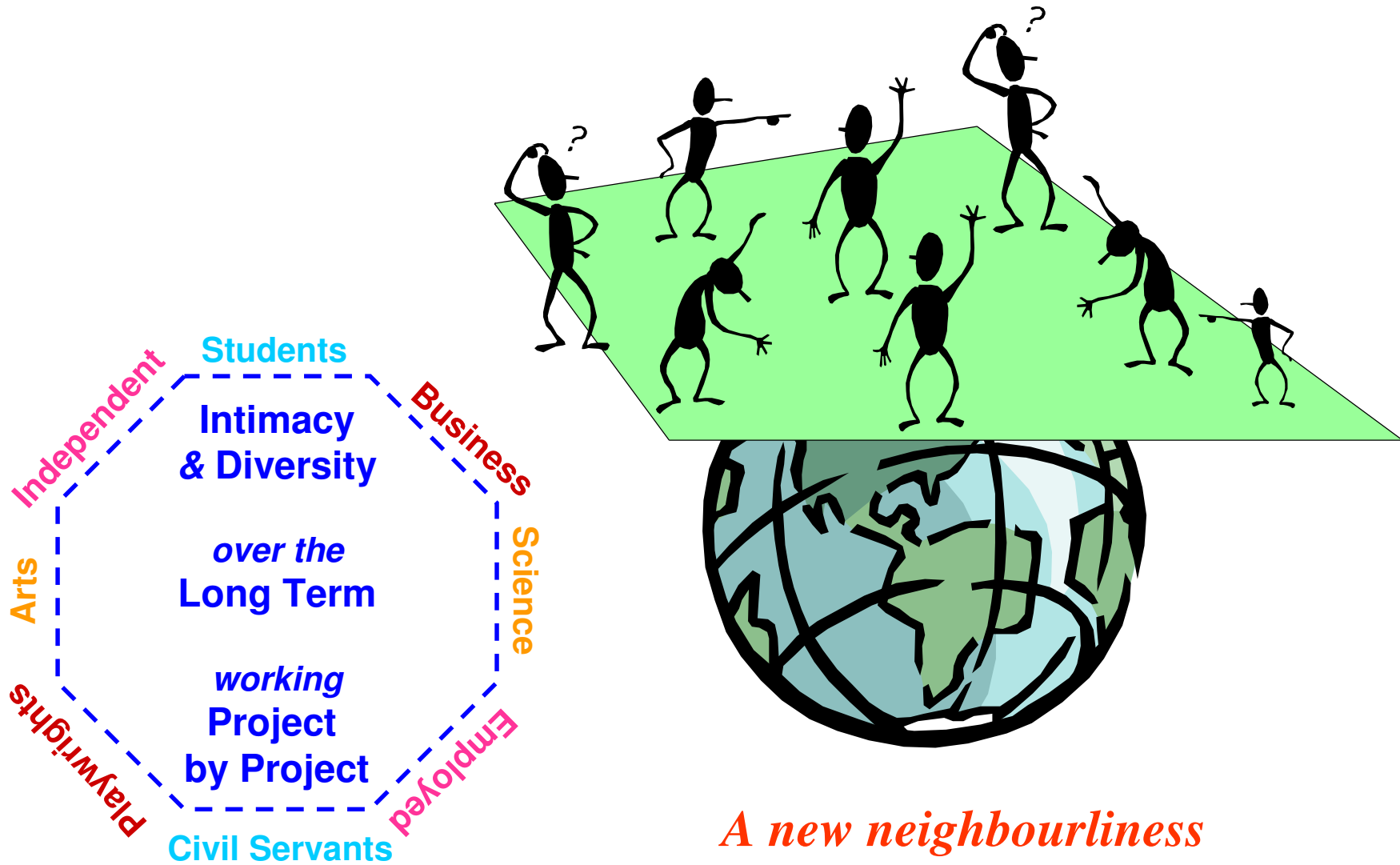
3: Engagement = Creative Societies



“Neighbourliness”



Arts as Experiment & Engagement



*A new neighbourliness
In a global performing space*

Makonde Art Centre, Dar es Salaam
May 2002



‘Neighbourliness’



‘Artefacts’



‘Dead things’



‘Commerce’



‘Market producers’



‘New hands’



Kimbunga
by Joseph Nyunga, 2001



‘The Lesson’



LIFE

by Joseph Nyunga, 2001

“Because life is dangerous ...”

Drivers of Invention

A large, stylized orange letter 'E' with a white outline and a slight drop shadow, positioned on the left side of the slide.

aEesthetics

Extremity

Eperiment

Engagement