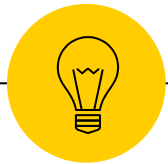


# CREATIVITY: FROM VICTIMS TO CO- AUTHORS



**Rosa Alegria**

VP NEF Núcleo de Estudos do Futuro, SP, Brasil

The Millennium Project – Co-Chair of the Brazilian Node

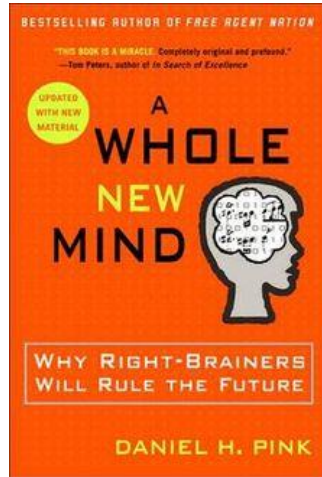
Rabat PIP 4 May 2017 - National Library of the Kingdom of  
Morocco

"more than rigor,  
management, discipline,  
integrity or even vision -  
successfully navigating an  
increasingly complex  
world will require

# The Imagination Economy:

Are Ideas The New Currency?





**AGRICULTURAL AGE**  
(farmers)

18th  
Century

**INDUSTRIAL AGE**  
(factory workers)

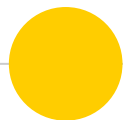
19th  
Century

**INFORMATION AGE**  
(knowledge workers)

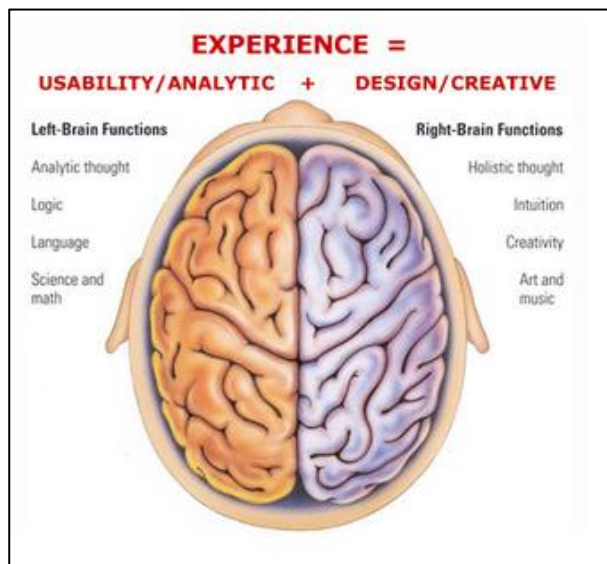
20th  
Century

**CONCEPTUAL AGE**  
(creators and empathizers)

21st  
Century

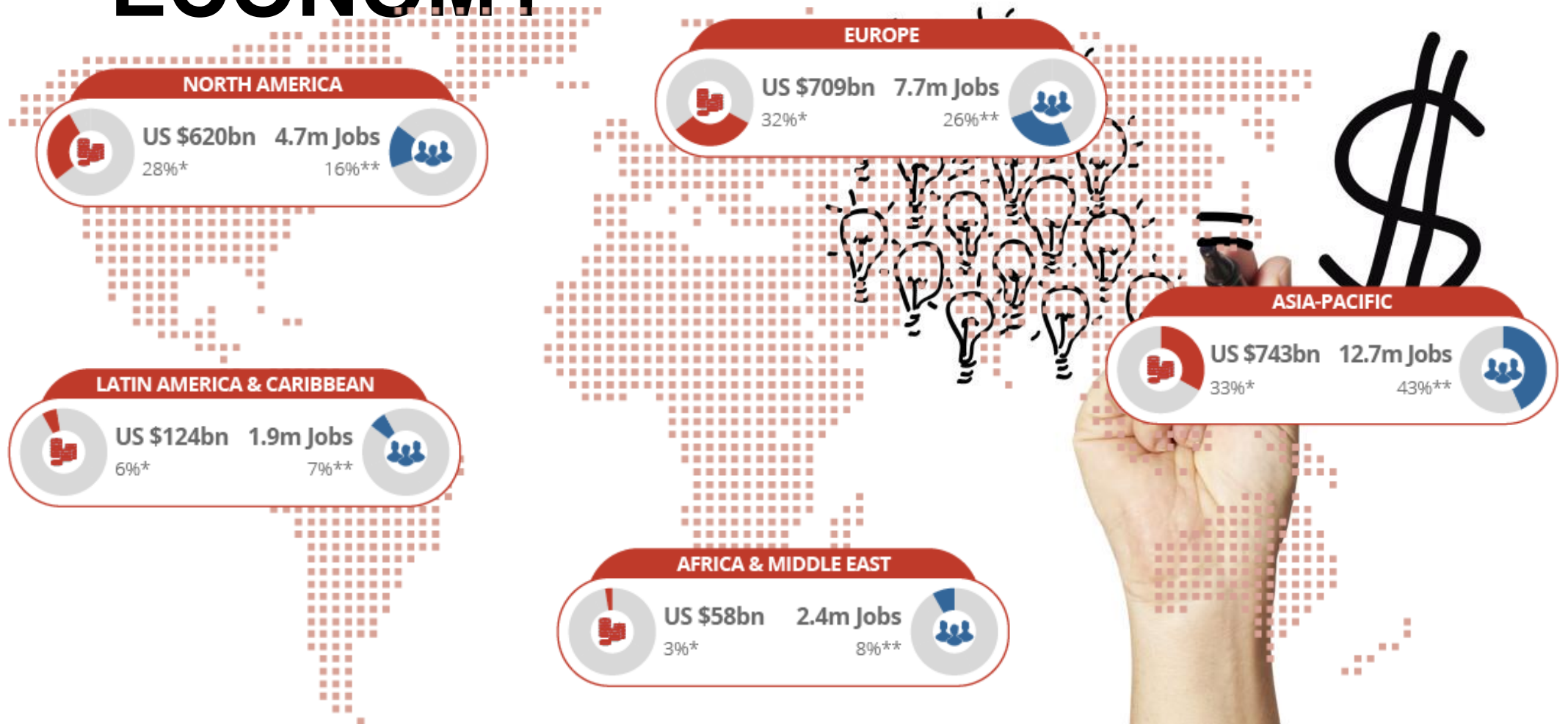


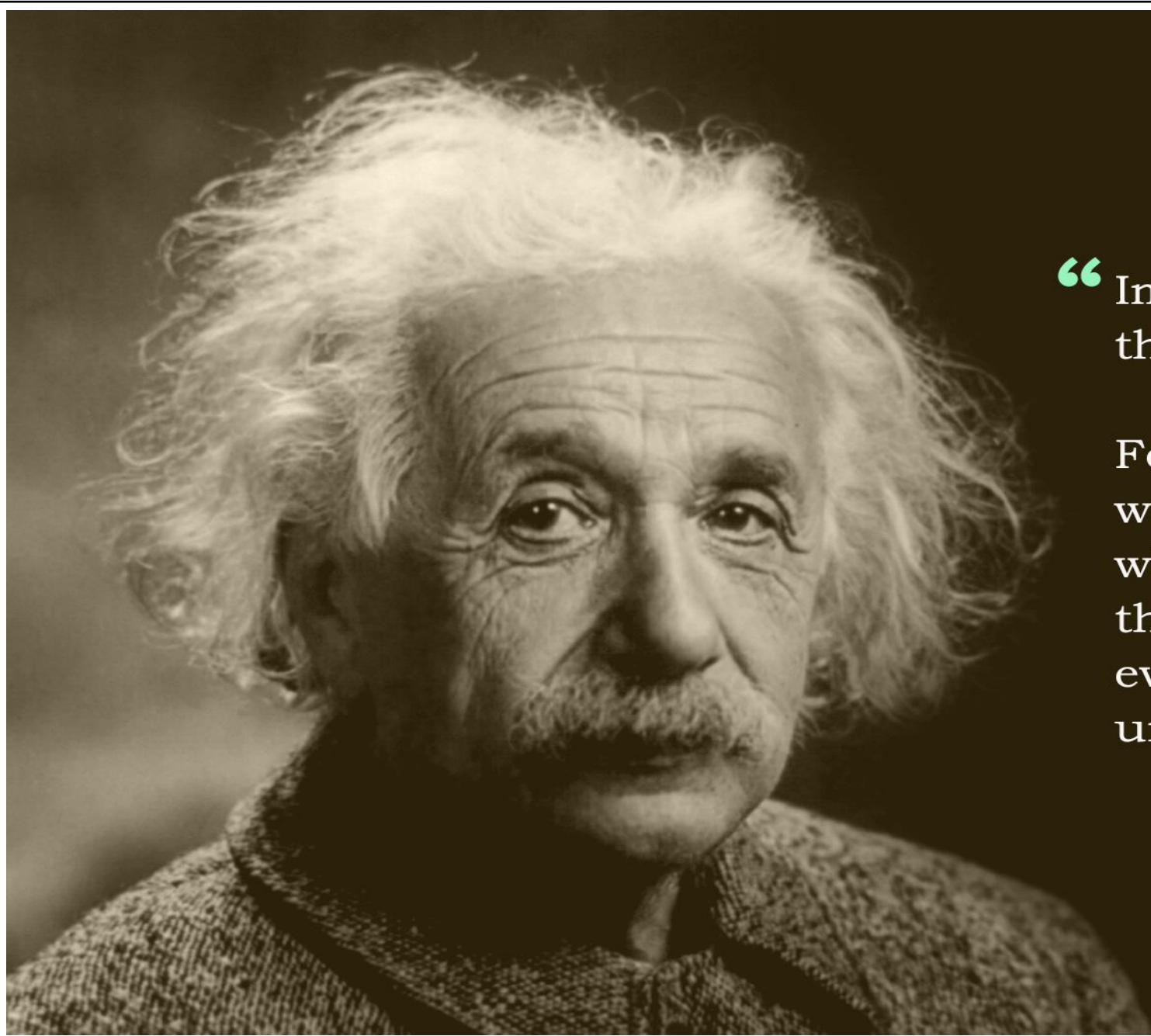
# THE CONCEPTUAL AGE





# CREATIVE ECONOMY





“Imagination is more important than knowledge.

For knowledge is limited to all we now know and understand, while imagination embraces the entire world and all there ever will be to know and understand.”

– Albert Einstein

# CREATIVITY

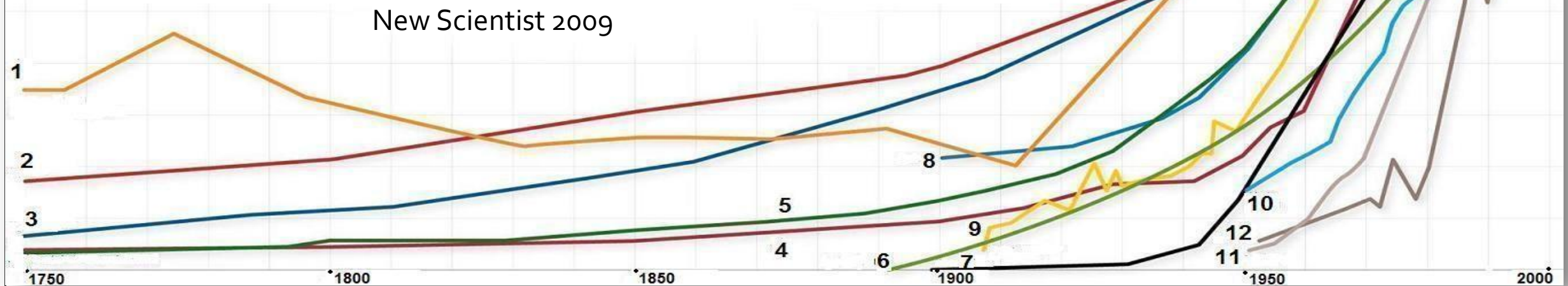
*The use of **imagination** or original ideas to create something.*

Oxford Dictionary



[illegible]

- 1 NOTHERN HEMISPHERE AVERAGE SURFACE TEMPERATURE
- 2 **POPULATION**
- 3 CO2 CONCENTRATION
- 4 **GDP**
- 5 LOSS OF TROPICAL RAINFOREST AND WOODLAND
- 6 SPECIES EXTINCTIONS
- 7 MOTOR VEHICLES
- 8 WATER USE
- 9 PAPER CONSUMPTION
- 10 FISHERIES EXPLOITED
- 11 OZONE DEPLETION
- 12 FOREIGN INVESTMENT





# IMAGES OF THE FUTURE YESTERDAY

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These images influenced choices of lifestyle, political and investment priorities, technological innovation. One can also note what kind of future was wished for – and thus created. The ubiquity of cars, in all possible shapes; consumerism, synonymous to happiness; families and individuals cooped up in their homes.

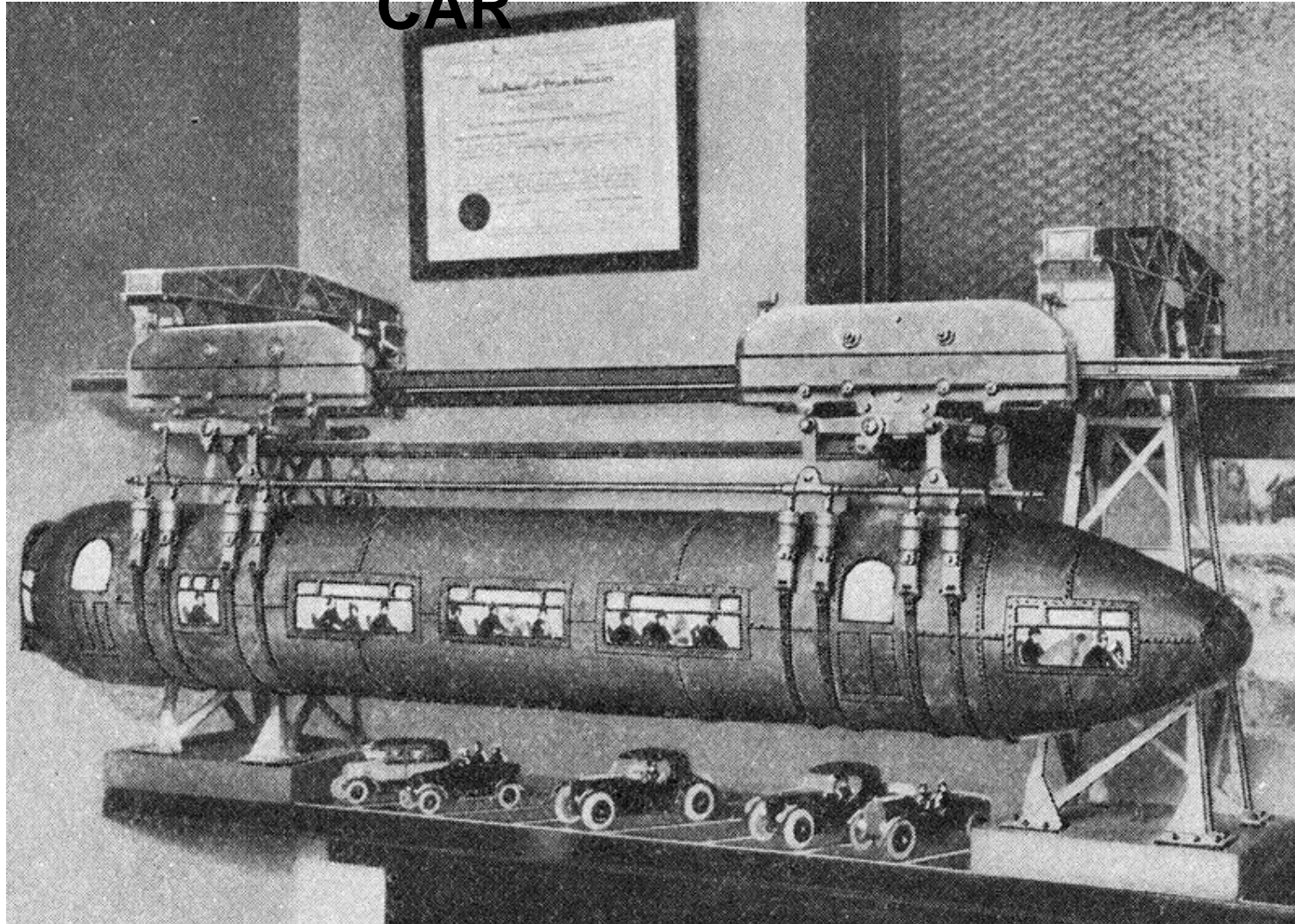


# DATING BY SMS / TWITTER IN 1906



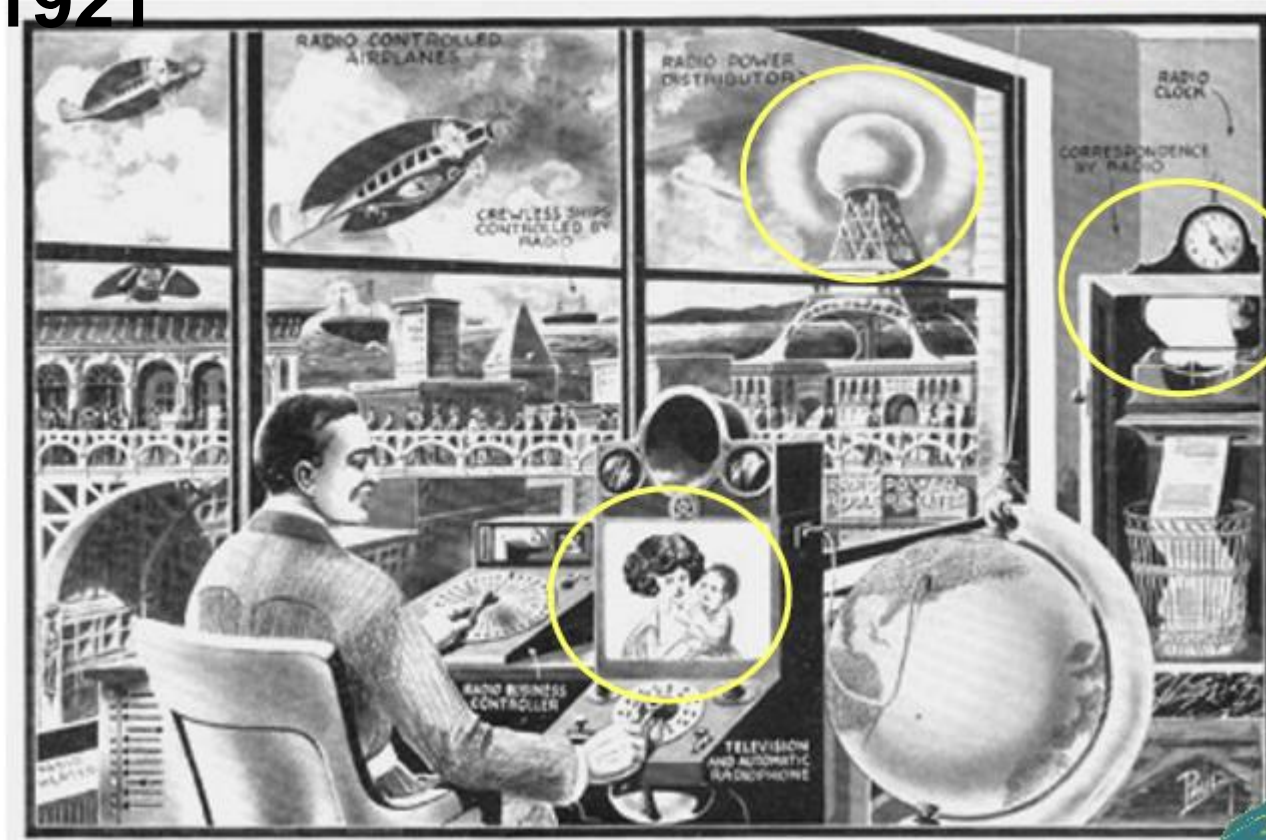


# TORPEDO CAR

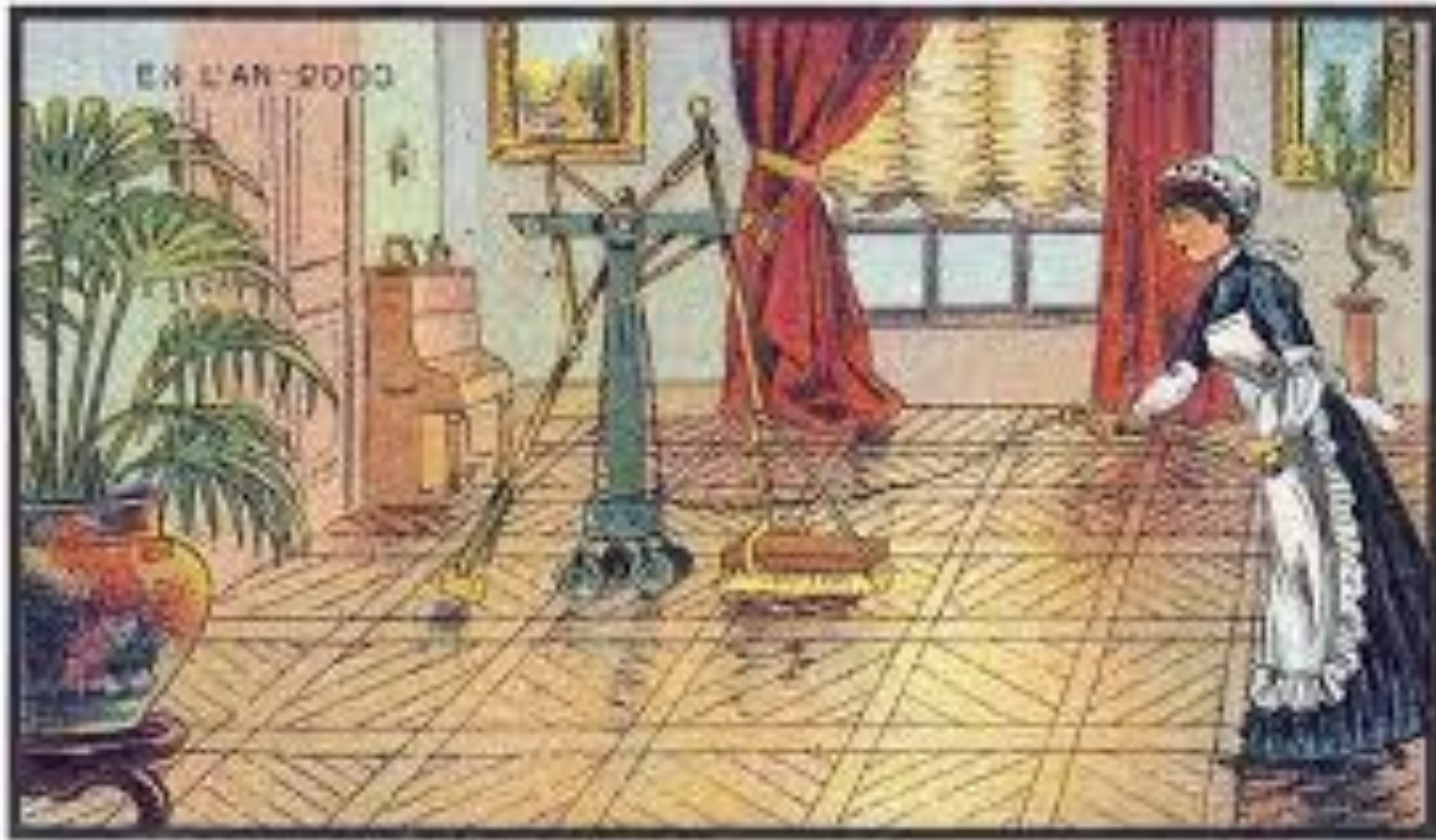


# INTERNET, SKYPE, MEGACITIES IN 1921

1921-EUA



## A FLOOR CLEANING ROBOT

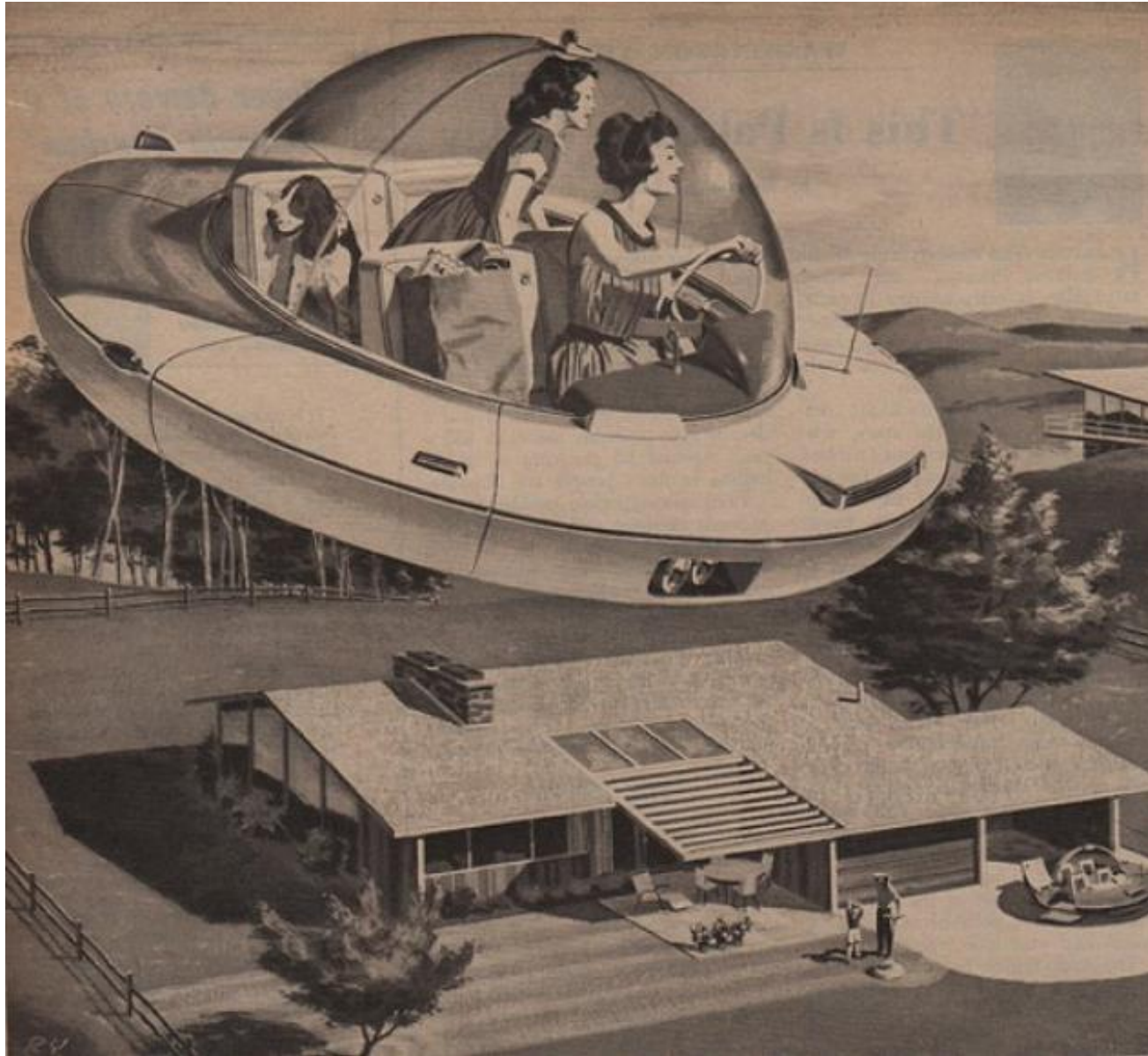


Electric Scrubbing

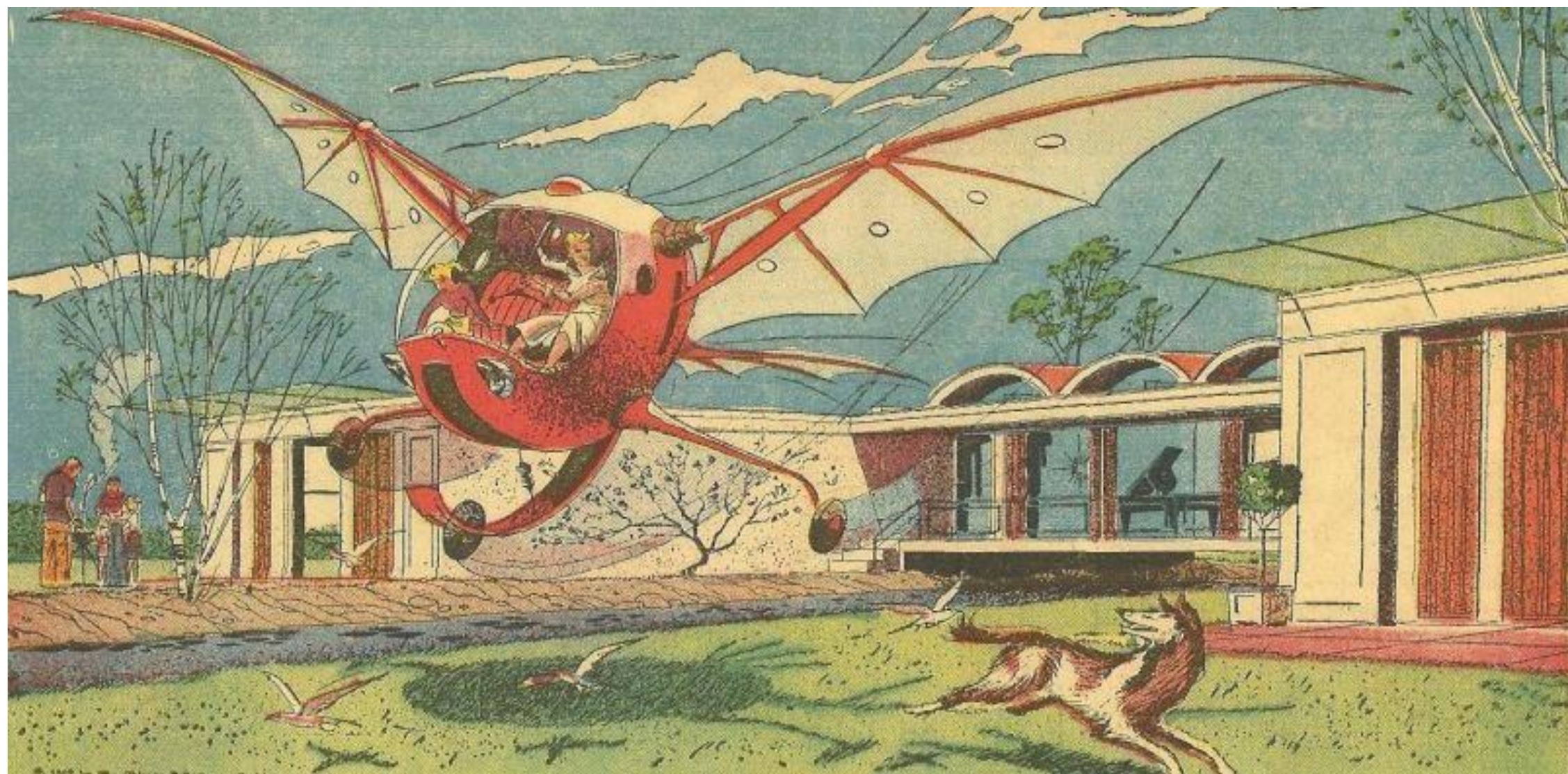




Aviation Police

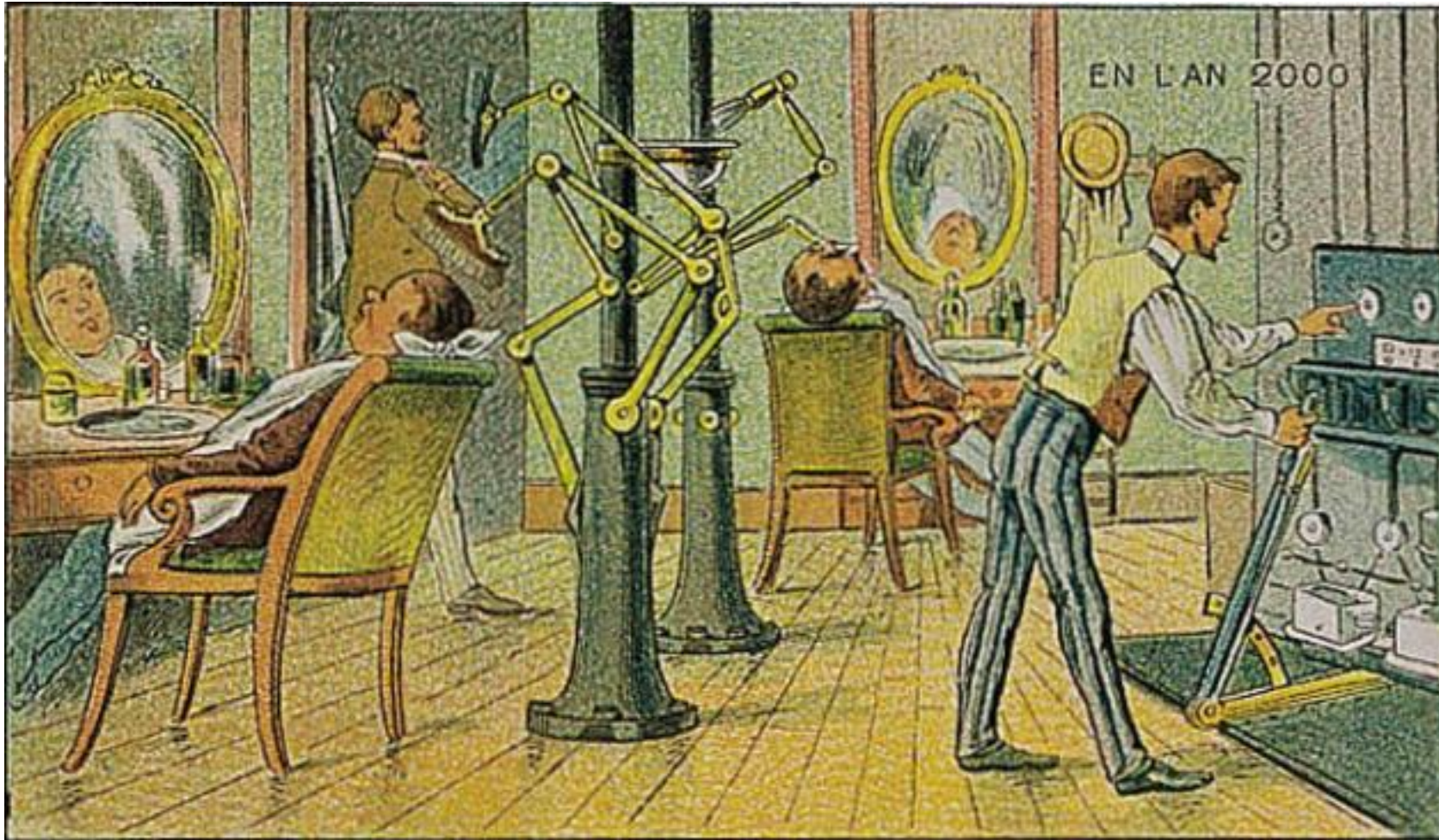






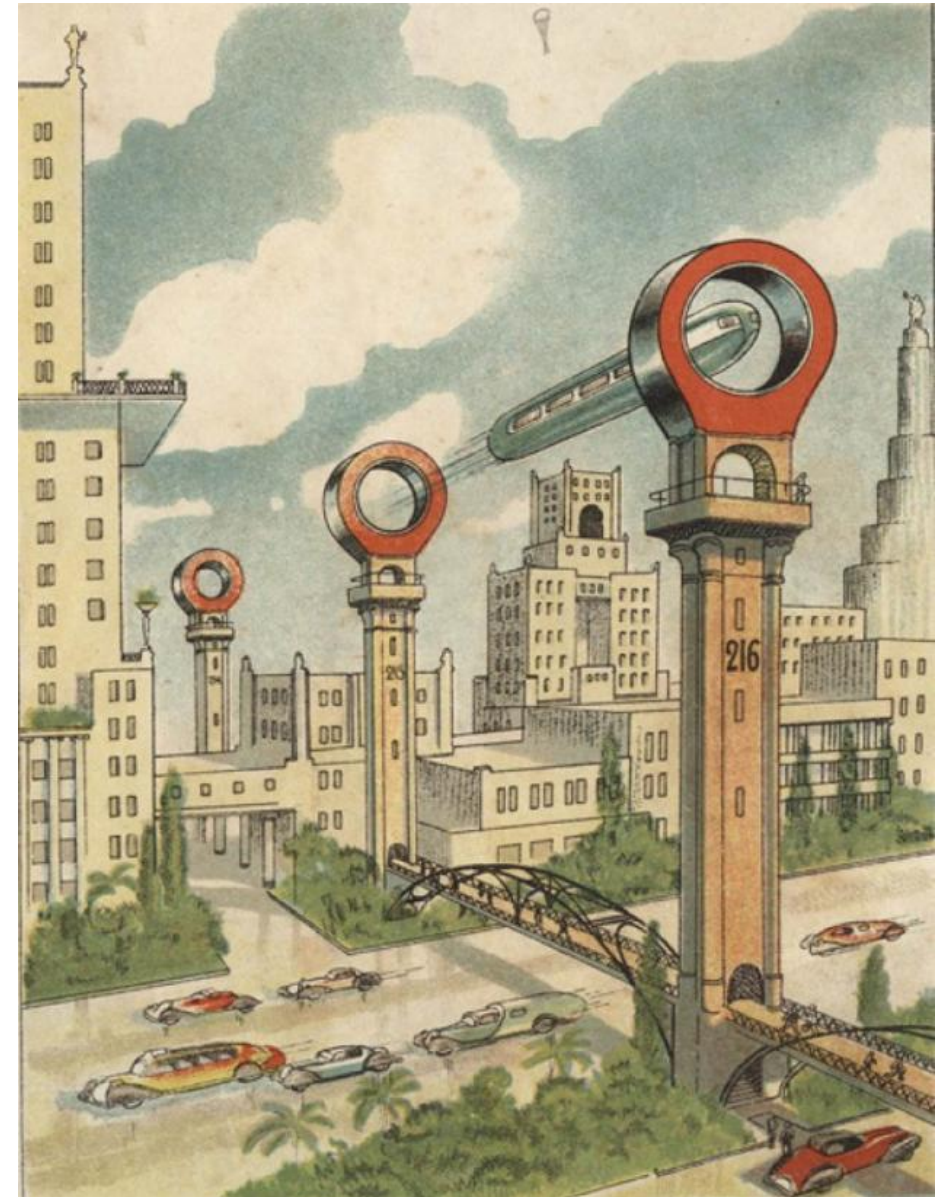


## AUTOMATED HAIRDRESSING



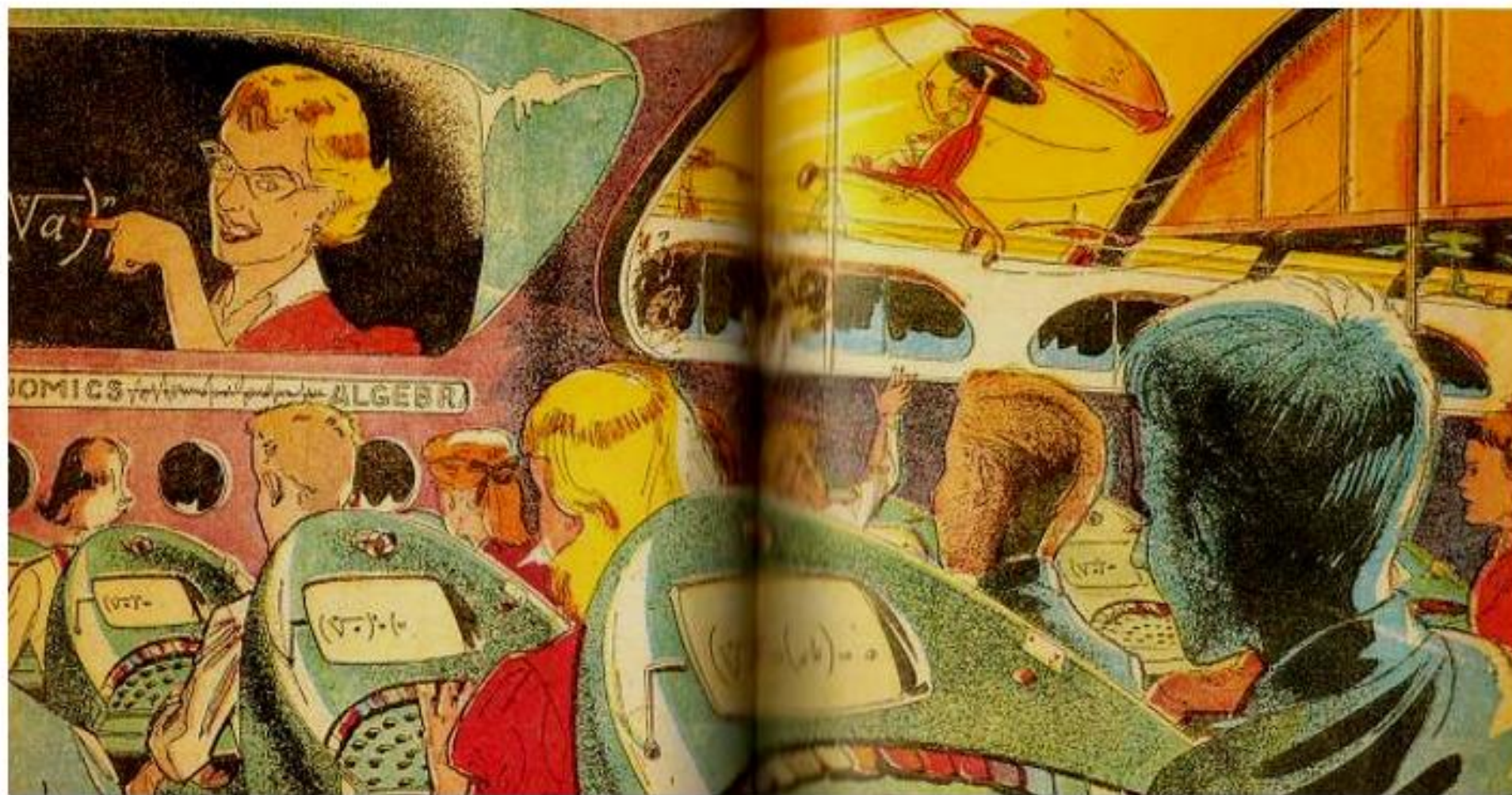


1911



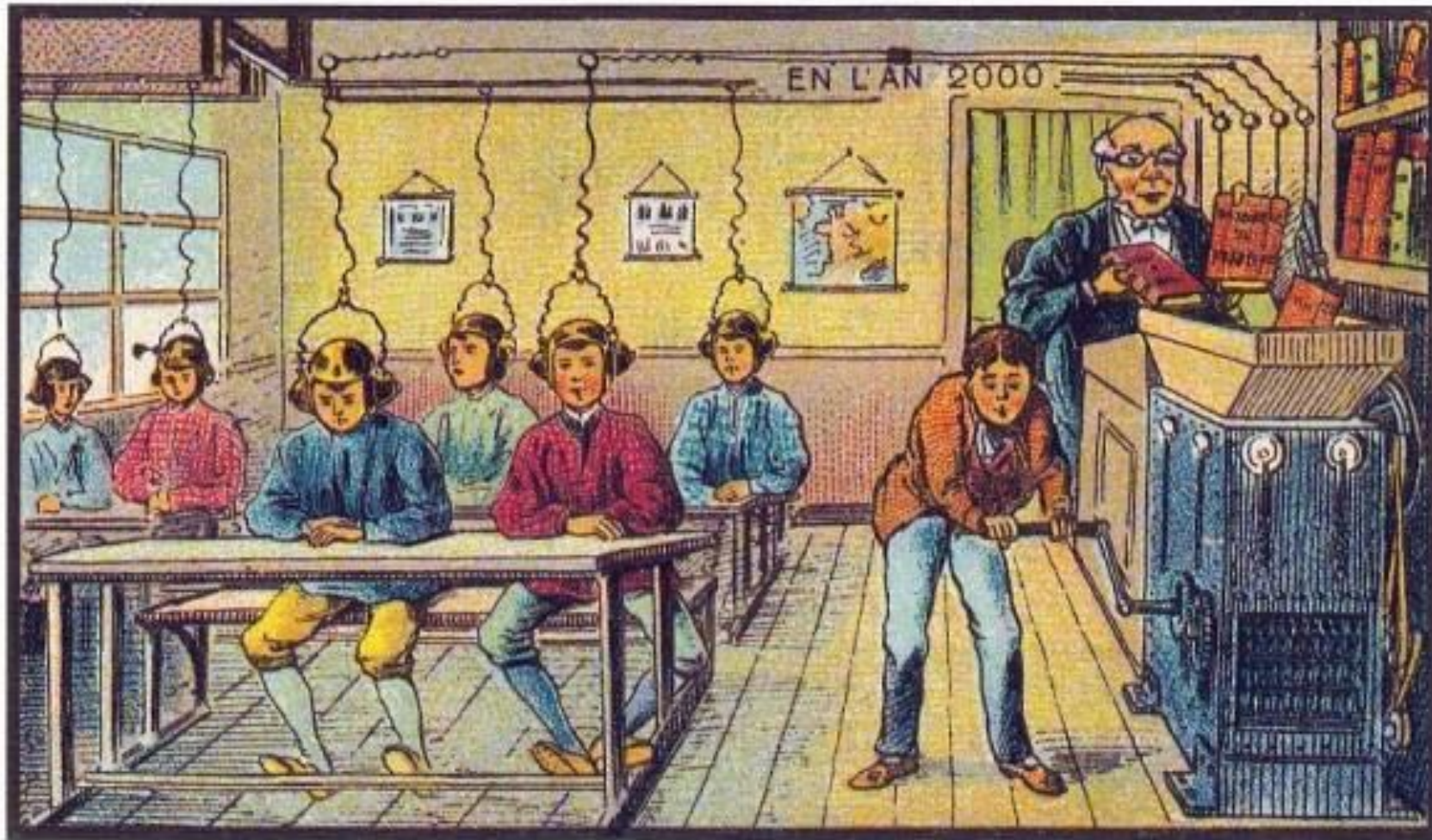


## DISTANCE LEARNING





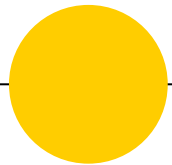
## DEEP LEARNING IN 1889



At School

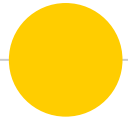


The rise and fall of images precedes or accompanies the rise and fall of cultures. As long as a society's image is positive and flourishing, the flower of culture is in full bloom. Once the image begins to decay and lose its vitality, however, the culture does not long survive.



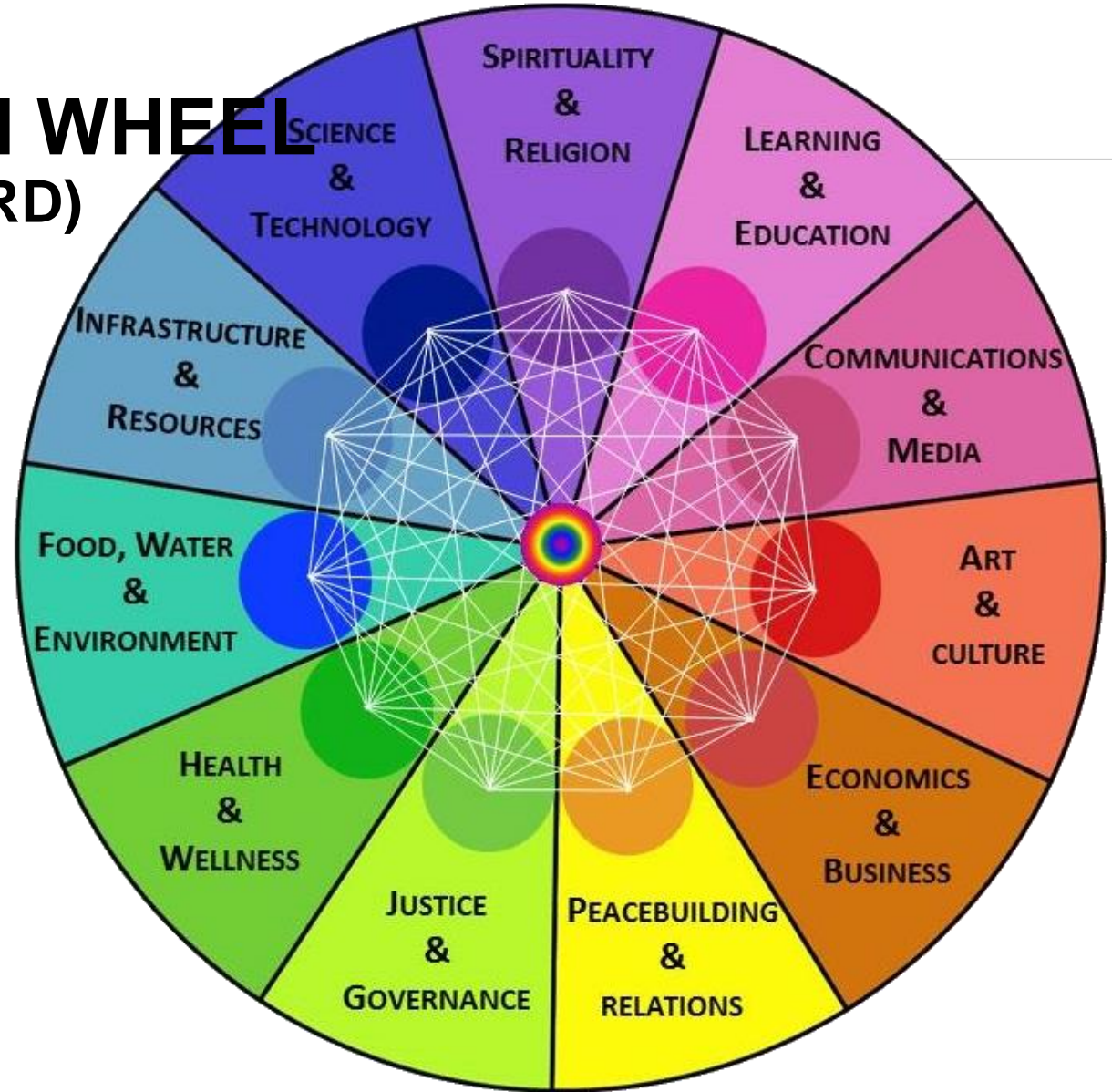
(The Image of the Future, Fred Polak, 1961)

So, what are the  
images today that are  
nurturing our future?

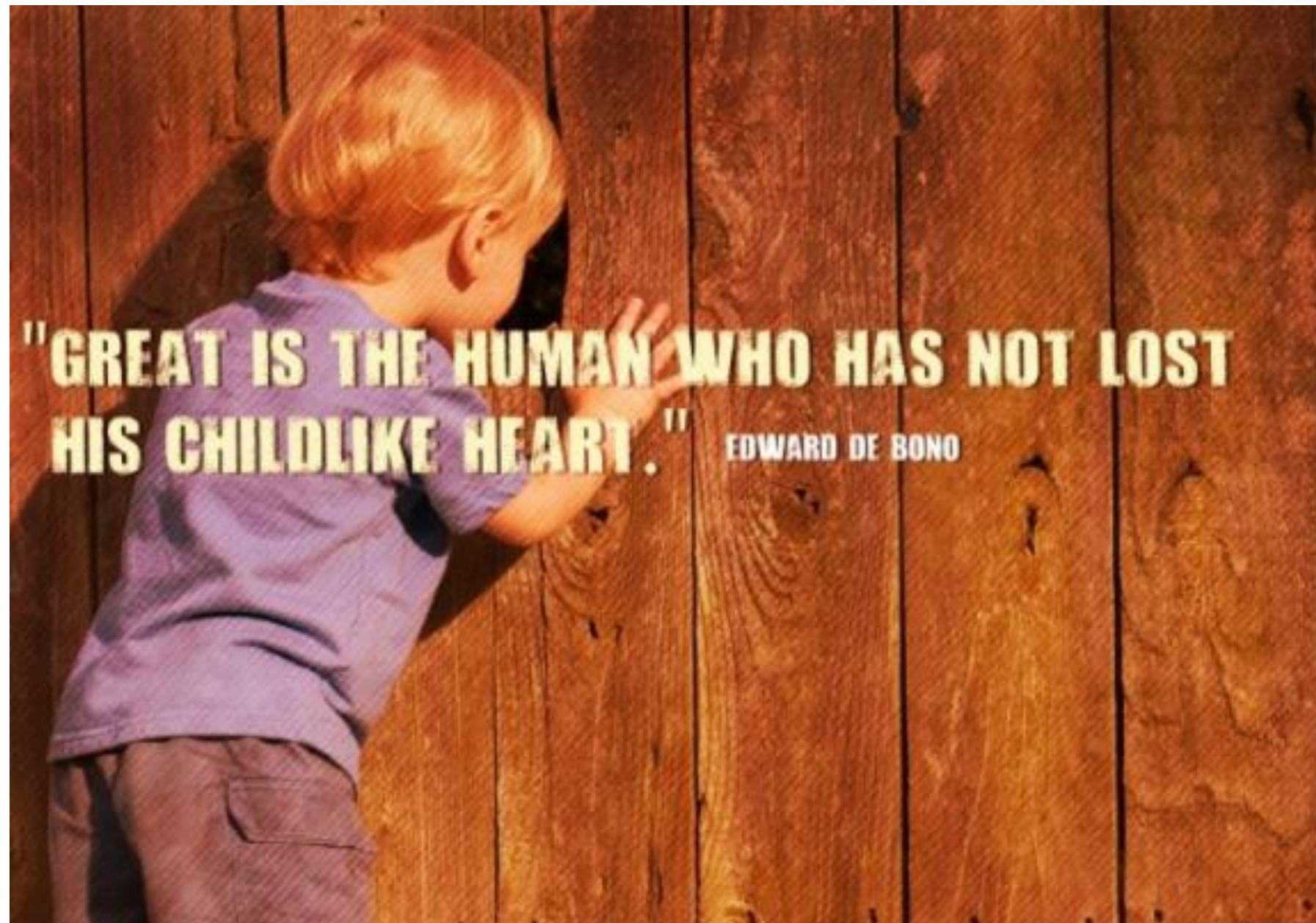


# THE CO-CREATION WHEEL

(BARBARA MAX HUBBARD)



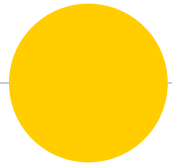




# **This is a world pregnant with another world**







THANK YOU!

**ROSA ALEGRIA**

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