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
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"more than rigor, management, discipline, integrity or even vision - successfully navigating an increasingly complex world will require creativity."
The Imagination Economy: Are Ideas The New Currency?
AGRICULTURAL AGE (farmers)

INDUSTRIAL AGE (factory workers)

INFORMATION AGE (knowledge workers)

CONCEPTUAL AGE (creators and empathizers)

18th Century  19th Century  20th Century  21st Century
THE CONCEPTUAL AGE
“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
1. Northern 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

New Scientist 2009
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
A FLOOR CLEANING ROBOT
Aviation Police
AUTOMATED HAIRDRESSING
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)
"GREAT IS THE HUMAN WHO HAS NOT LOST HIS CHILDLIKE HEART."

EDWARD DE BONO
This is a world pregnant with another world
THANK YOU!

ROSA ALEGRIA
rosa.alegria@terra.com.br