

UNeECC General Assembly and Conference **“Innovations, Creativity and Culture”**

Vilnius, 22nd-23rd October 2009

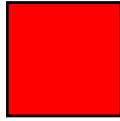
Project Creativity

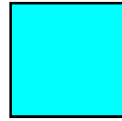
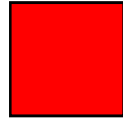
What can we learn from famous groups?

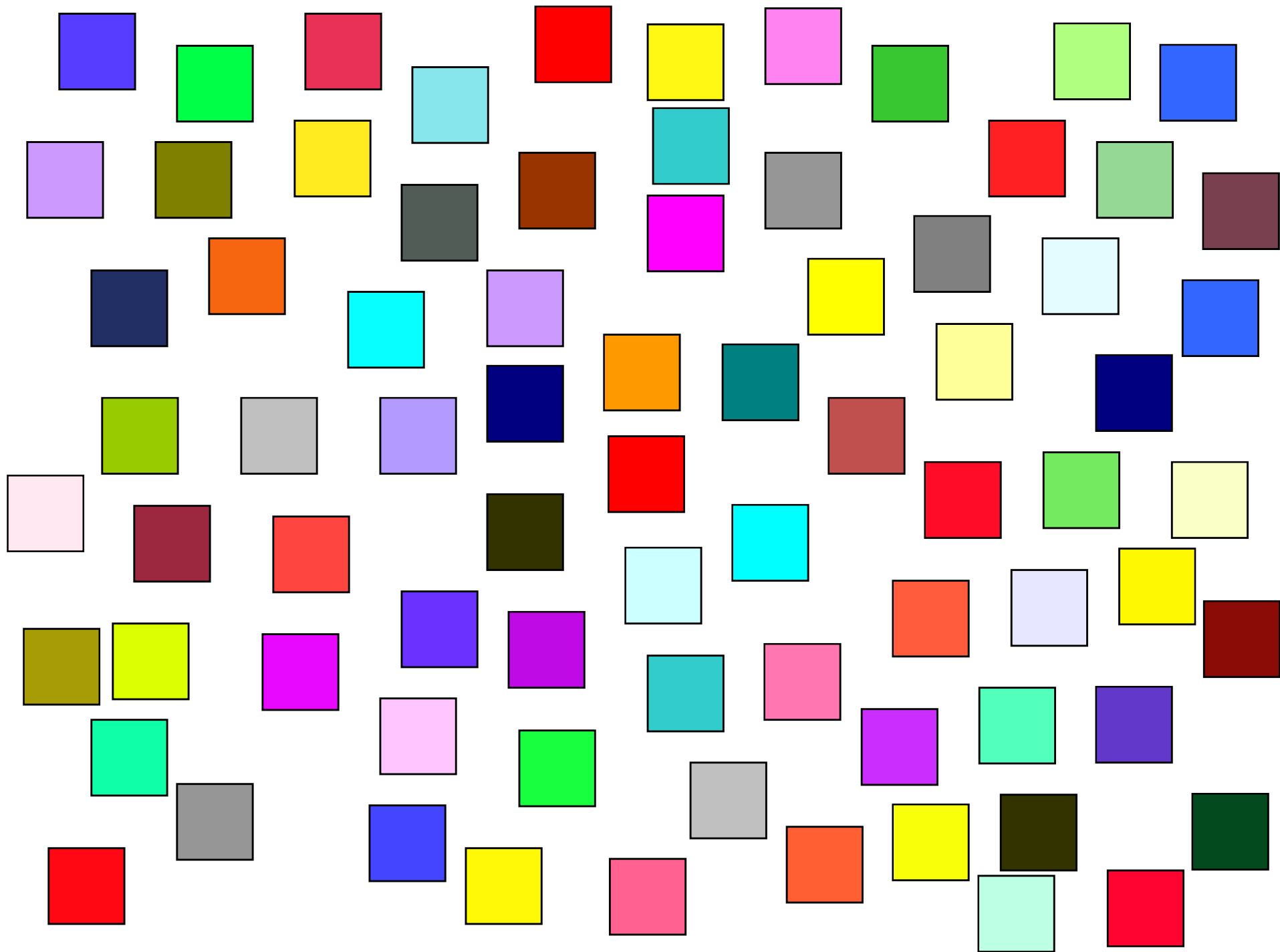
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Karlshochschule
International University

understanding







individual
group
organization
mass

- creativity

X

- creativity

project - creativity

is the human potential for meaningful innovation which unfolds in action

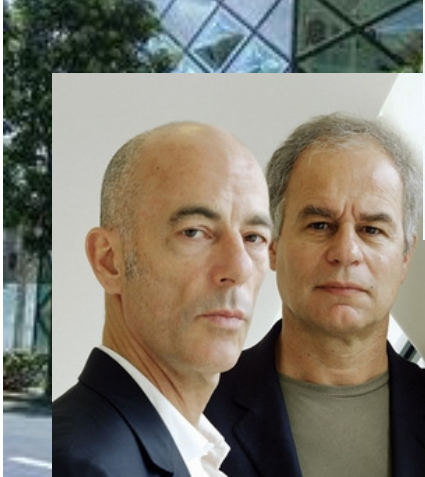
case study approach



Sgt. Pepper

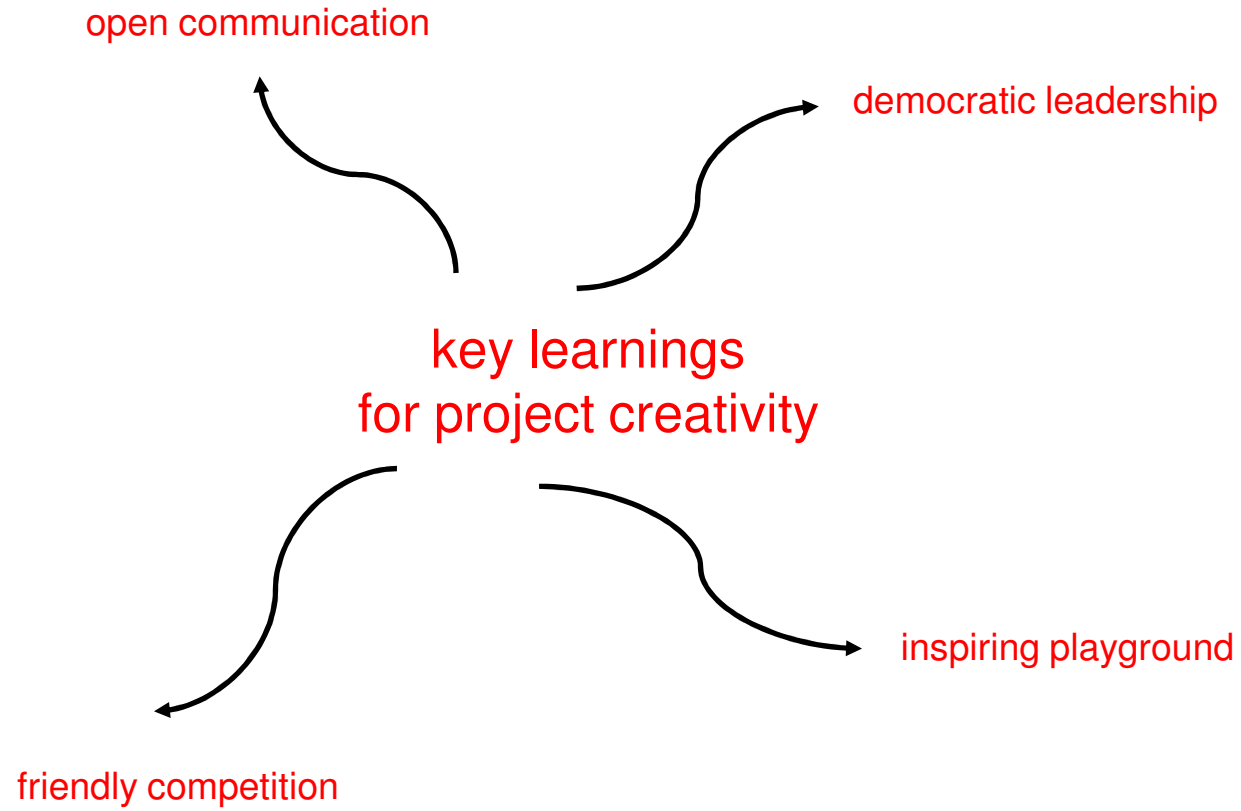


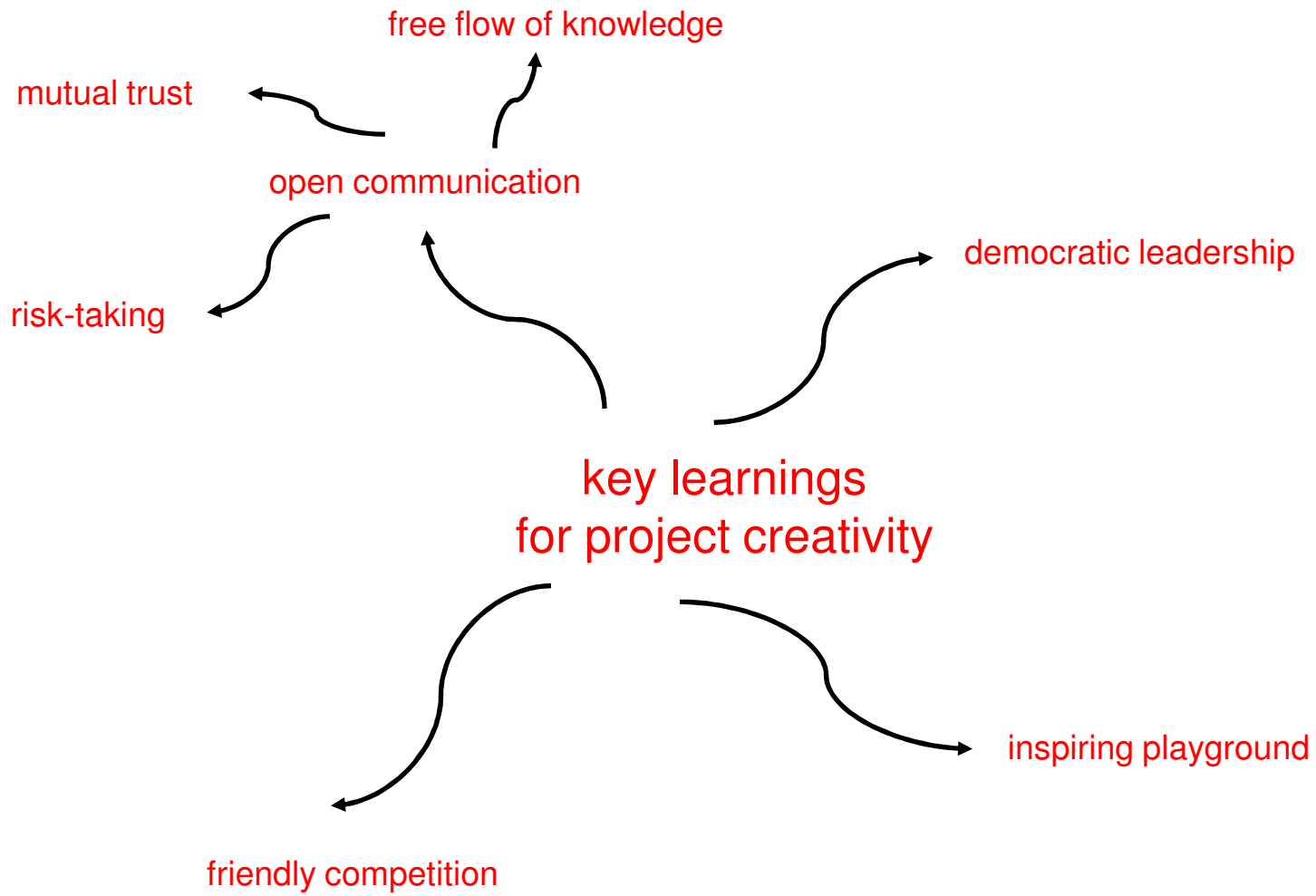
Prada

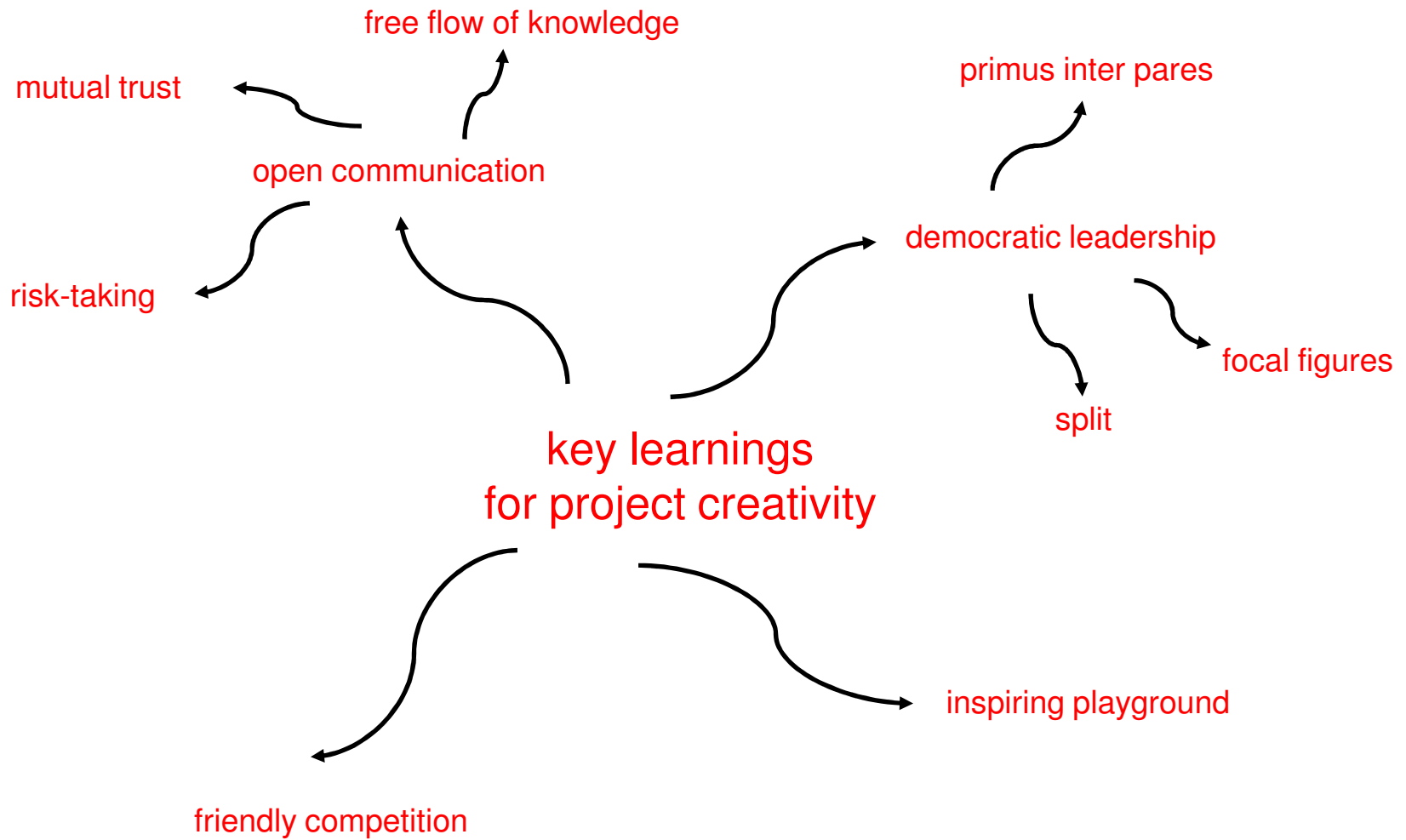


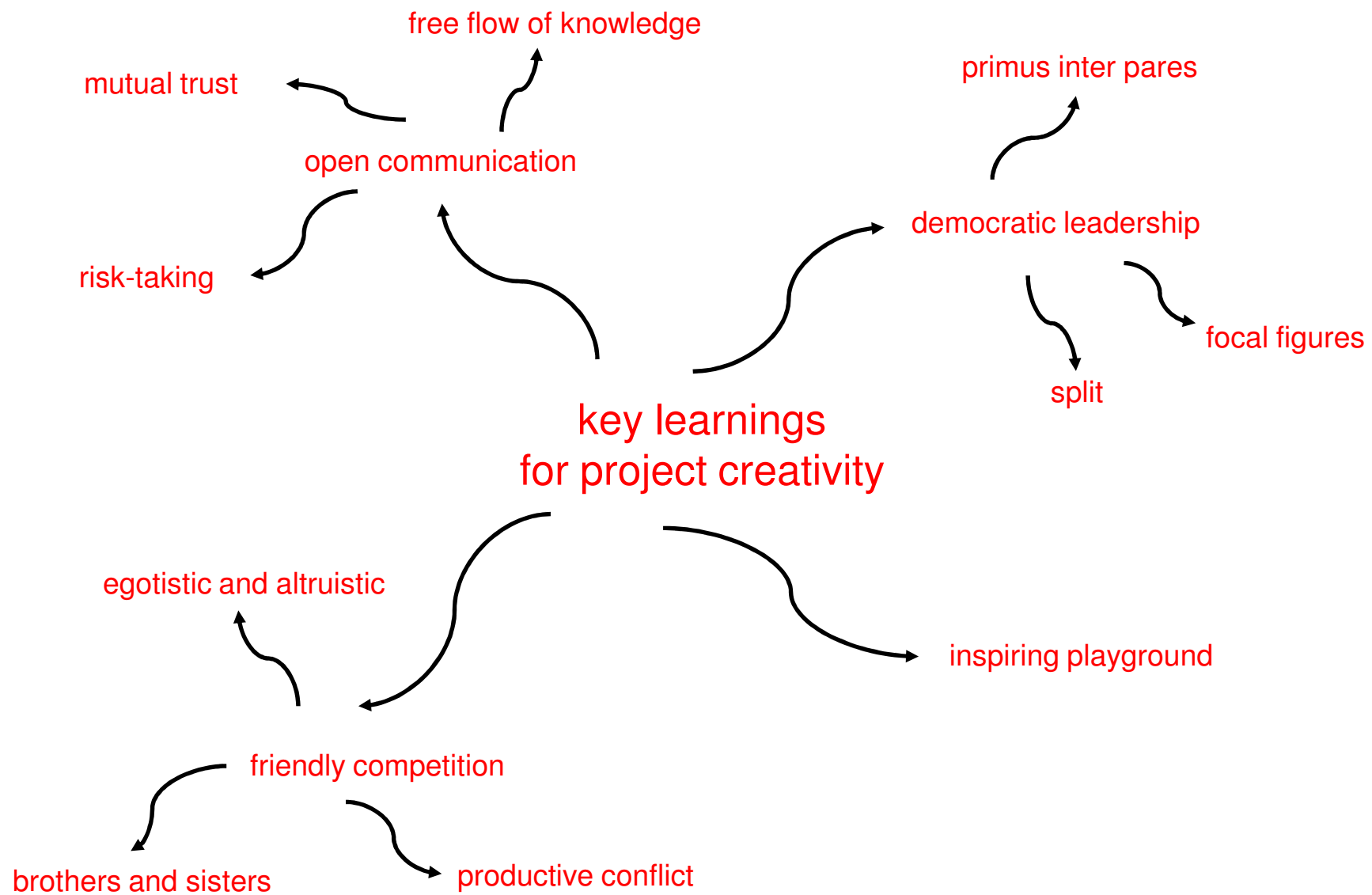
Cubism

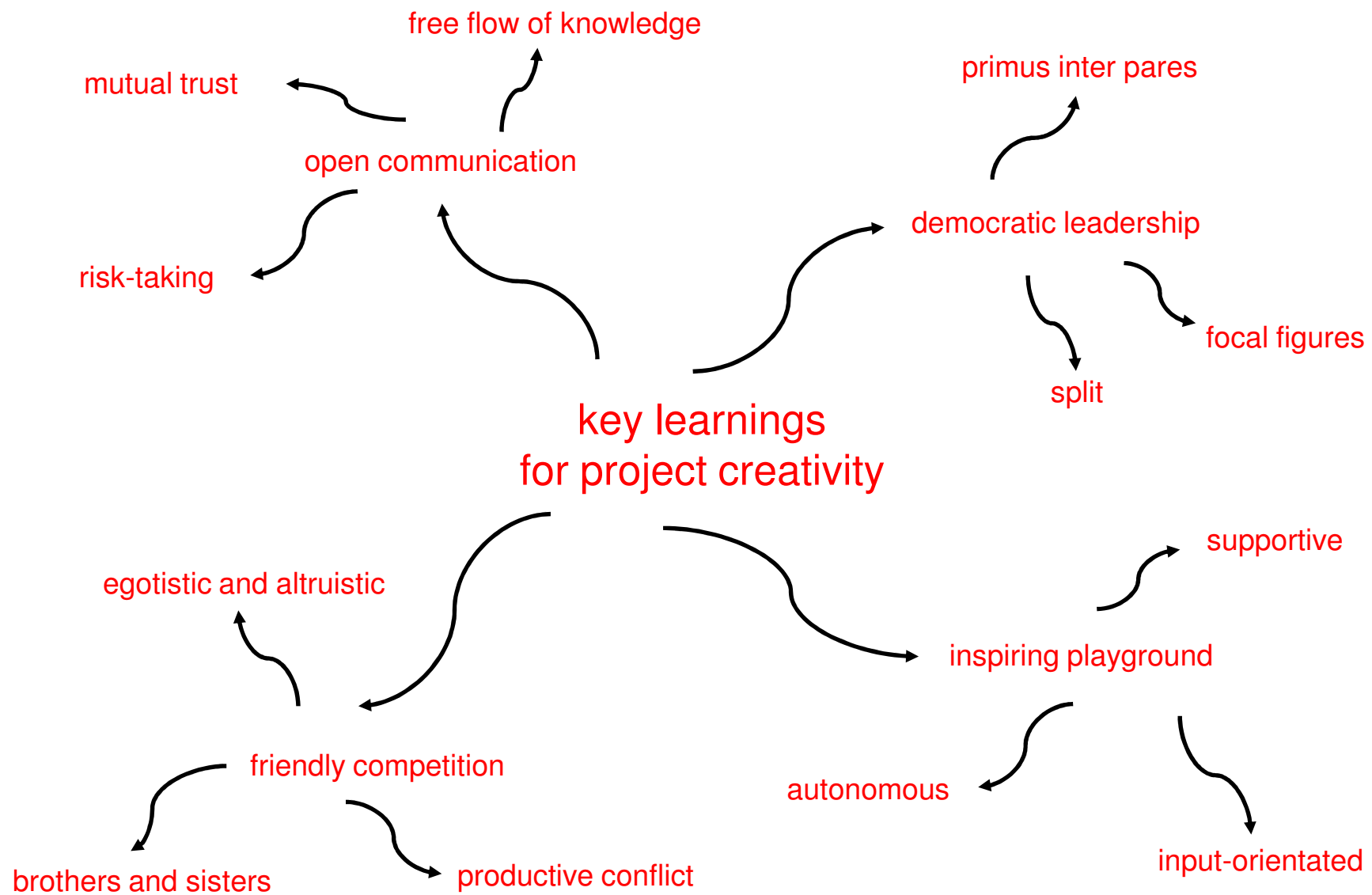




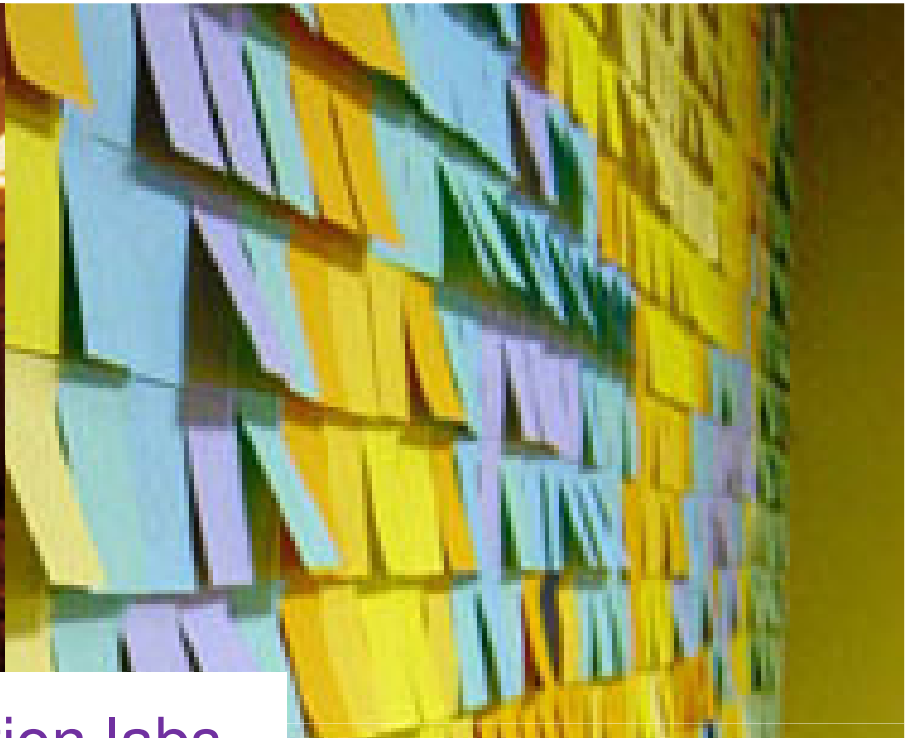








implications



communication labs



surprise

failing forward

“One thing that prevents us from thus giving primary emphasis to the perception of what is new and different is that we are afraid to make mistakes. [...]

All learning involves trying something and seeing what happens.

If one will not try anything until he is assured that he will not make a mistake in whatever he does, he will never be able to learn anything new at all.

And this is the state in which most people are.” (David Bohm)

thank you

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