



Sineglossa
creative ground

mh
materahub

COMMUNITY
INNOVAZIONE
CREATIVITÀ

What would Gropius do a century later?

Network Conversation on
the New European Bauhaus
Culture, Creativity and Innovation



What do you understand by your theme?

“The role of artworks is no longer to form imaginary and utopian realities, but to actually be ways of living and models of action within the existing realm, whatever the scale chosen by the artist” - Bourriaud (2002)

How can the New European Bauhaus have an impact on your field?

Enhancing and advocating on **the role of the arts**, as fundamental medium for

- tackling societal and digital transformation
- Facilitating innovation through co-creation and cross-fertilisation processes



What role do you understand cross-fertilisation strategies play in your field?

Art as a tool for cross-sectorial innovation is an opportunity:

- For a new meaning and role of art
- For a better understanding of the complex global challenges

What specific role do you give to the creative aspects in your field and in the NEB?

Creativity is the key for different answers to usual questions

Three experiences, ideas or actions from your field that can contribute to a sustainable, inclusive and beautiful Europe

Frontignano Artwalks

Steam

Outside the Swarm

Thanks !

