



Intellectual Capital for Communities  
In the Knowledge Economy

# Intellectual Capital for Communities in the Knowledge Economy Nations, Regions, Cities and Emerging Communities



26&27 May 2011

World Conference on Intellectual Capital for Communities  
- Seventh Edition -



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In the Knowledge Economy

Introduction to the concept of  
Art-Based Research and Innovation,  
a strategic input for cities and territories development.

- Experience Sharing -  
Raphaële Bidault-Waddington



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# The artist-researcher-entrepreneur model :

## Acknowledging most-advanced contemporary creative practices

Need for a better understanding of what is art today requiring few shifts in the mind of none artistic societal players and innovation planners :

- Production : from the art object to the multi-dimensional art project (since Fluxus movement in the 70's),
- Persons : from marginal workers or "outsider" artists, to socially-engaged art practices, "urban art", and "relational aesthetics" movement building social link and exchange facilities (since 90's),
- Knowledge : from raw tacit knowledge, to content-rich practices, "aesthetic intelligence", inspiring societal visions, and sophisticated knowledge production and blending,
- Sector : from autonomous cultural industries to a dynamic zone of creative experimentation offering vast potentials for social and societal innovation among the Third Sector,
- Geopolitics : from national public expenses for local audience, to rapid global access vehicle and sustainable strategic investment.

Experience sharing : Artist-Researcher-Entrepreneur model : 3 artistic research laboratories including PIIMS (photo-based artwork exploring material and immaterial/informational architectures), and LIID (idea engineering lab).  
"Goodwill" installation at "My small company" exhibition, Meymac contemporary art center, 2003.



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PIIMS ® : "Poetico-speculative sphere" (photo-environment), Paris Project Room gallery, 2001.  
Highlighting the aesthetic dimension of the financial sphere; producing a representation of the contemporary information fragmentation; suggesting a vision of cities as a galaxies; etc.



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PIIMS ® : "Inside-Out", French Institute of Architecture, Paris, 2001.  
Classic technical sponsor from Laboratoire Dupon as a **sustainable marketing collaboration**.



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"I-Tube", photographic installation, "Aesthetic Intelligence Zone" exhibition, Paris, 2000.  
Application prototype for a new ceramic printing technique by Dupont de Nemours.  
**The art proposition as a self standing, dynamic and sustainable innovation project.**



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PIIMS ® : Live « B-Fly-Bubblefly »,  
Parc de la Villette, Paris, 2003.  
Urban Art as a prototyping opportunity for  
low or high-tech urban innovation.

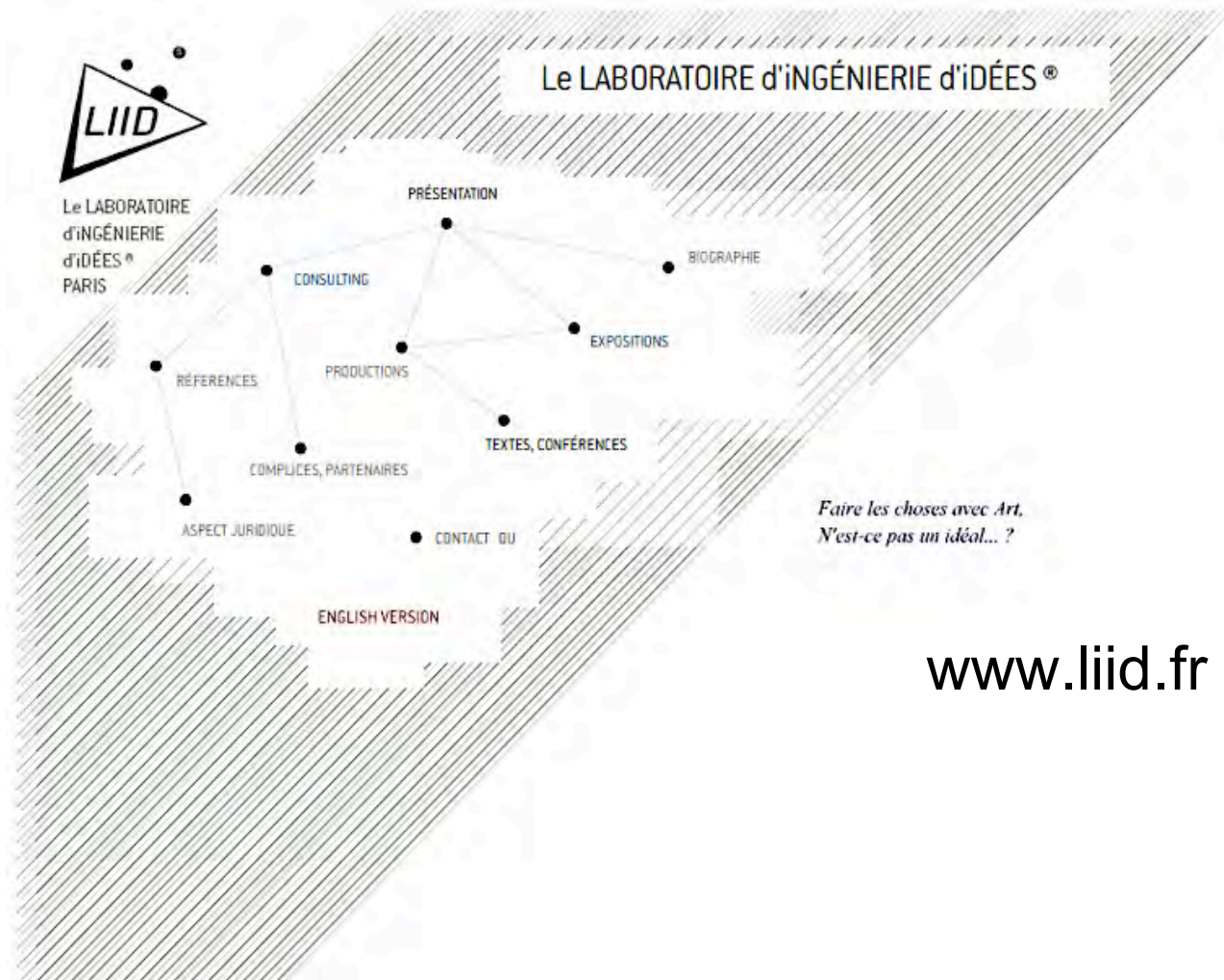




LIID, Idea Engineering Lab, to produce **conceptual innovation** such as :

- "Aesthetic Intelligence" to reposition Art in the society including a new possible economic model inspired by the knowledge economy,
- "Aesthetic Audits" to give more meaning and value to organizations.

Lab motto : "To do things with Art, isn't it an Ideal... !?"



[www.liid.fr](http://www.liid.fr)



## **Asthetic Intelligence services as artistic innovation and consulting service innovation**

- **Idea Stylism** : To bring creativity and re-invention mechanism on a specific issue in close or distant collaboration with the company.

Ex : - Chanel Cosmetics : inventing future cosmetics and cosmetics uses.  
- McCann Eriksson / Nestlé : re-inventing a future vision for Nespresso brand.  
- Bouygues Real Estate : strategic study (80 pages) about the future of cities.

- **Idea Catalysis** : To help a company to develop and manage its creativity and innovation process. To explain the mechanism of creativity. To manage creativity chaos. To bring an "out of the box" point of view including a vast contemporary culture and a global societal perspective.

Ex : - Lexus Cars France : cultural translation between a Japanese new automobile luxury vision, and the traditional European sensibility.  
- PriceWaterhouse Coopers Luxembourg : supporting the innovation program including brainstorming session; broadening the understanding of innovation and of the Corporate Social Responsibility.



## ***Aesthetic Audits as a Management Innovation including advertising and publication potentials, and fiscal advantages (according to countries).***

- ***Perspective / Aesthetic Audit*** : Portrait in words and images of an organization analyzed under all its facets as a fundamental strategy management tool.  
Method presented as a final essay in an Immaterial Economy Master (A. Bounfour) and structured in 4 big categories : Fundamentals Architectures, Cultural Style, Mindscape, and Positions in Value and Meaning Trajectories.
- ***Projection*** : Building future vision and prospective development scenarios to help an organization to project itself in the future. "Strategic Imaginary" concept.

Ex : - Air de Paris (international art gallery), 2003 : aesthetic audit method prototype, 2003.

- Christiania (self-organized neighborhood of Copenhagen), 2004 : Audit and Projection awarded in a governmental idea competition about the future of Christiania Audit published "Knowledge Cities" Javier Carrillo (Ed. Elsevier, NY).

- Center for Molecular Medicine (Stockholm), 2006 : Highlighting the singularities of this elite medical research lab singularities and suggesting future visions.

Collaboration published in "Fabriquer le Futur 2" by P. Musso, E. Seulliet et L. Ponthou (Ed. Village Mondial)

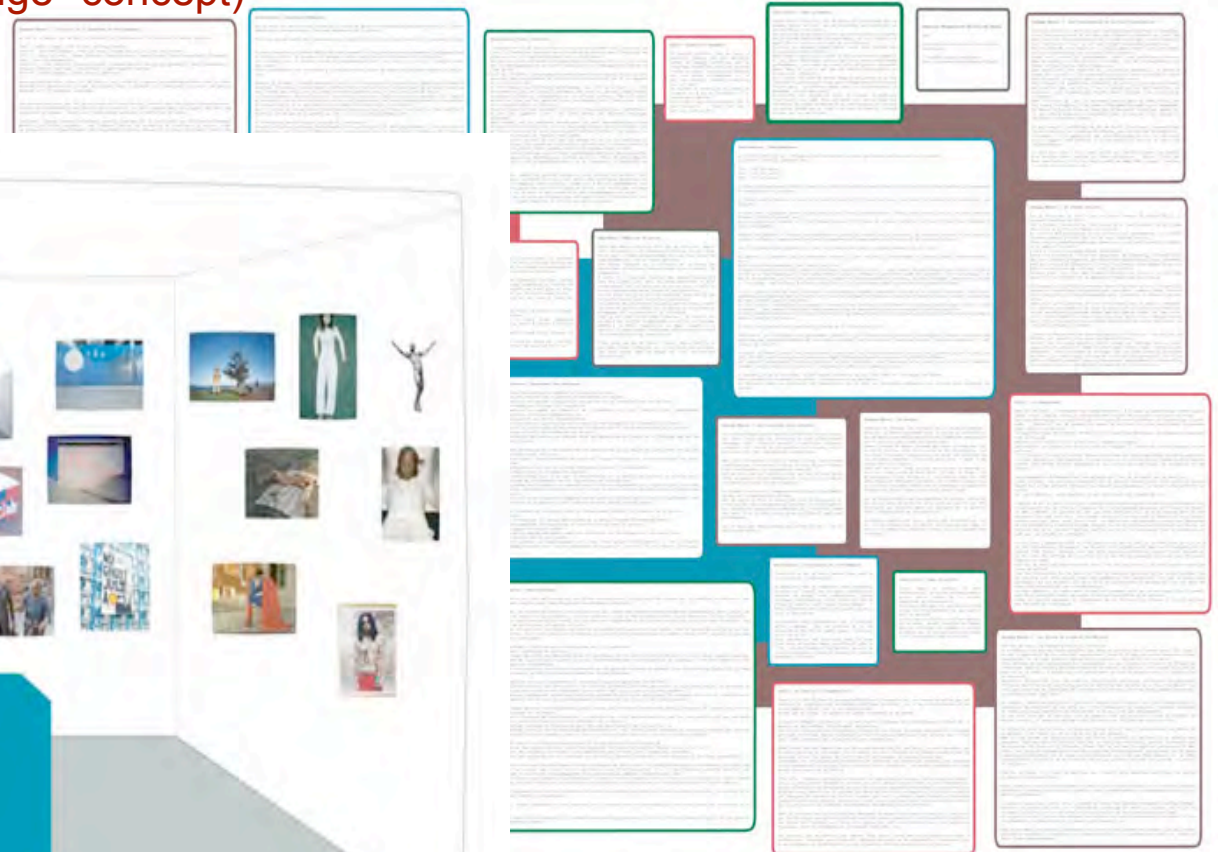
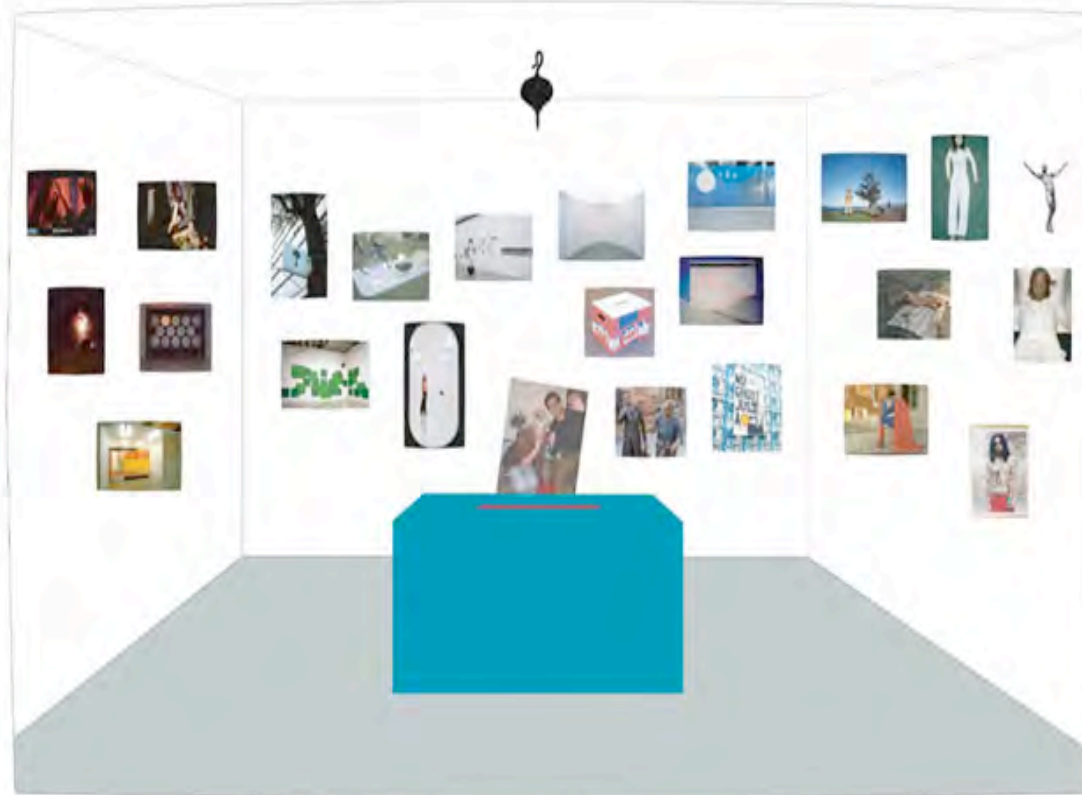




## "Air de Paris in Perspective" ([www.airdeparis.com/guest](http://www.airdeparis.com/guest))

Aesthetic audit result in the shape of graphic visual boards (80 x 120 cm) for a live and dynamic sharing of the content eventually exhibited in the top management office.

Knowledge sharing and informational innovation.  
("Emotive Knowledge" concept)



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PIIMS : Christiania : "Urban Patchwork", 2004. Photographic complement for Cities Aesthetic Audits.  
(and by the way, Christiania community as societal experiment pioneer).

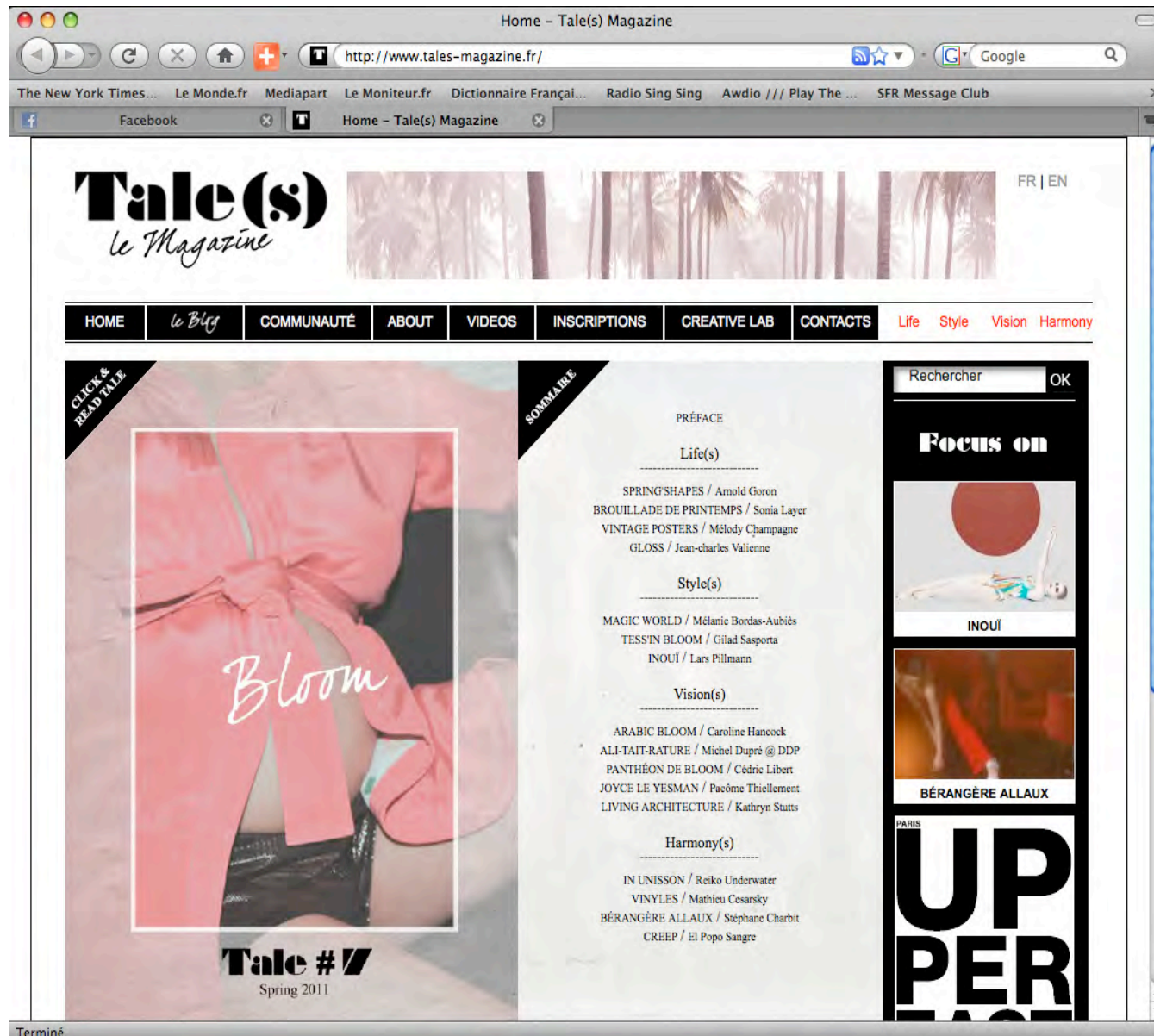




Tales Magazine : [www.ales-magazine.com](http://www.ales-magazine.com)

Trans-disciplinary creative research lab / Avant-guard artistic community

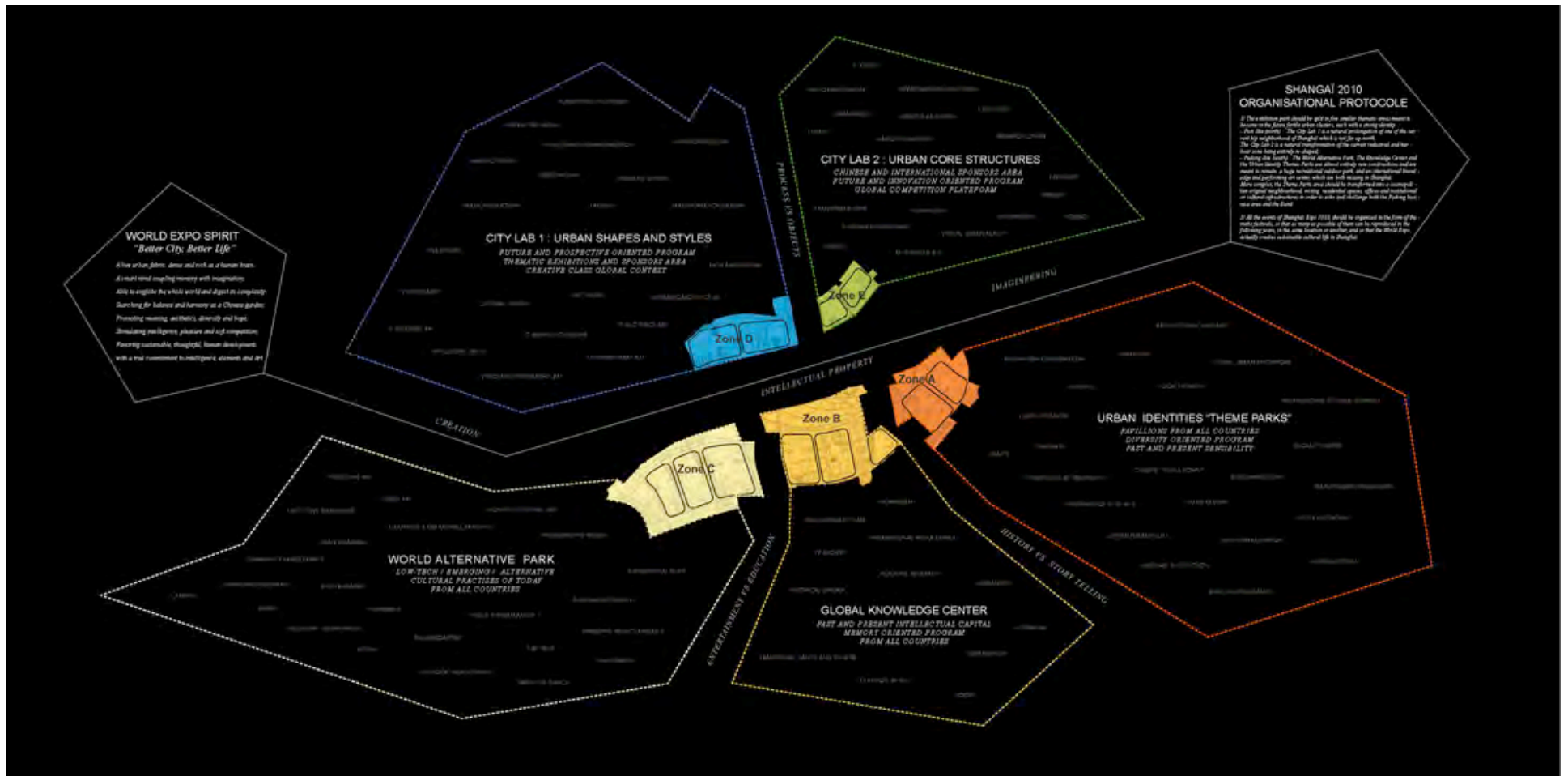
Social Innovation prototype by and for Art taking advantage of Art patronage fiscal advantages



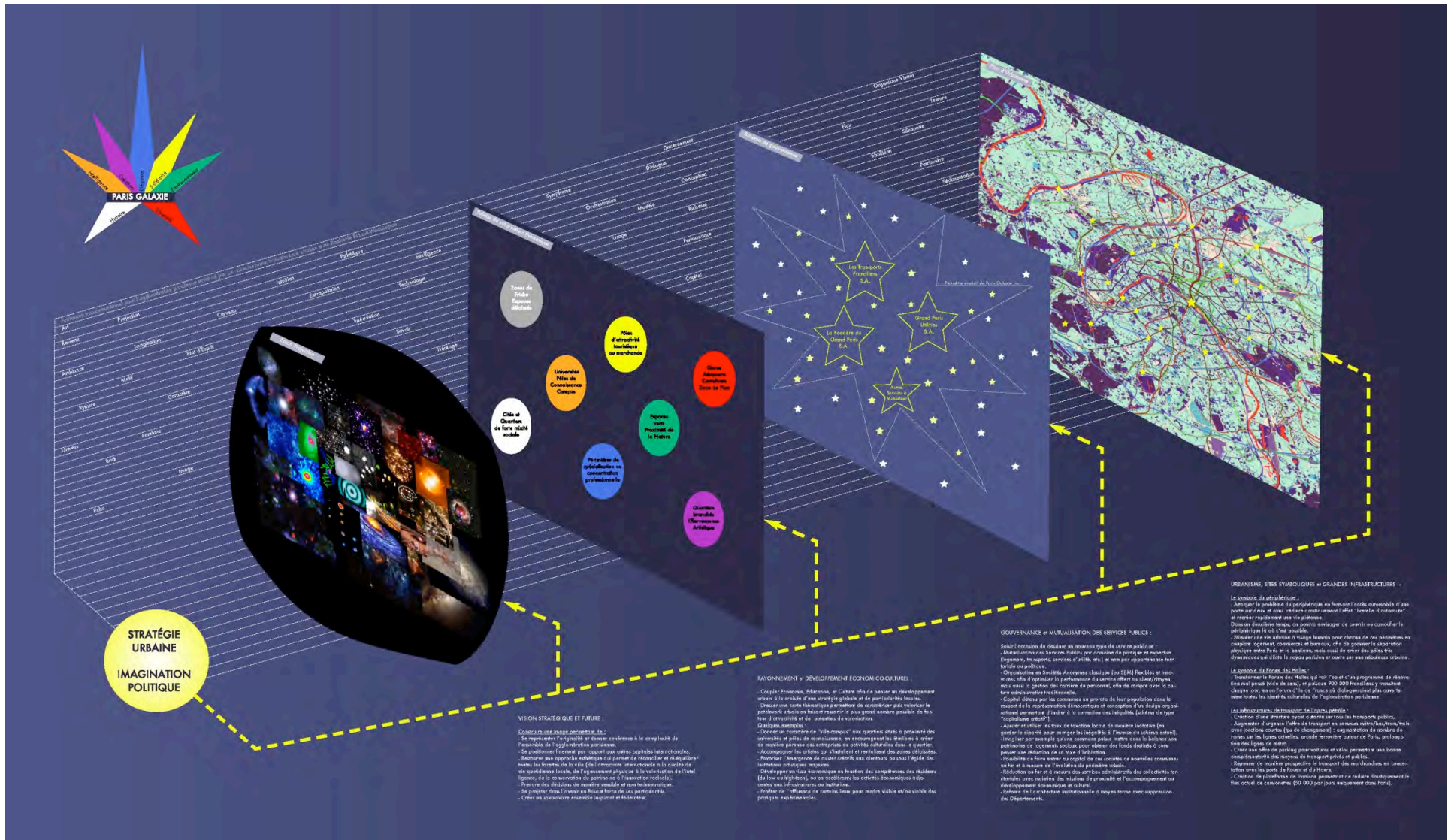
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Followed by 2 articles about **urban strategies in World Expos** in [www.lemonde.fr](http://www.lemonde.fr) (2009) and la Tribune (2010).



Alternative and non conventional scenario for the Greater Paris including urban planning, governance, economic and cultural development, and branding strategies. Research project.  
Political innovation, governance innovation, urban strategy innovation.





**Polygon Project** : Collaborative Art-Based knowledge production experiment as a Research innovation.

Exhibition "The Incidental Person", Apex in NYC

+ [www.thes-magazine.com](http://www.thes-magazine.com)

+ Exhibition "Mental Matter", Espace d'En Bas, Paris,

+ UCL (University College London)

+ ACSI at Aalto University, Helsinki, 2011, etc..



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## **Knowledge and organizational design innovation based on 5 key topics to be explored between 2010-15**

**Each topic comes as a natural continuation of LIID research and numerous experimentations, exhibitions, publications, and conferences since 2000 :**

- ***Aesthetic Intelligence Inquiry***

Trans-disciplinary conceptual investigation.

- ***U.C.M.C : Urban Conceptual Model Contest***

Building a bridge between political and knowledge-based urban vision (immaterial) and urban-planners and architects vision (material).

- ***Inventing the Democratic Company (vs the Artistic Company)***

Organizational design creative workshop as a possible deep societal innovation.

- ***The Republic of Images***

Using PIIMS lab as a chance to envision a form of Green Global Governance.

- ***Polygon Free-Style***

Free creative expression around the polygon figure (open or closed) and under a formal or conceptual approach.

**Objective : Acknowledging most-advanced contemporary creative practices and the artist-researcher-entrepreneur model to include Art-Based Research and Innovation mechanisms in development strategies.**

**Requirement :**

- Better understanding of the complex and global cultural sector from innovation and urban development actors which means a closer dialogue with cultural actors, policy makers, and researchers.
- Stop planning art and culture as a bonus, an extra, or something that only deserves the end of the day timeslot !

**Thank you for your attention !**