AugmentedSocietyNetwork

Creativity offers us a new formula for life

Project outline: Version 5

Status: Ready for release

Date: 7th September 2022

RSA | Fellow

RSA | Fellow

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Project summary

In April 2021, The Augmented Society Network published the white paper *An opportunity to re-imagine learning*. Thirty authors across five continents, working across many disciplines engaged collaboratively to re-imagine learning.

> *"The tipping point is that magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire" - Malcolm Gladwell*

The *Creativity offers us a new formula for life* project explores the different ways creativity drives innovation, science, and manufacturing; how it could provide solutions to world problems; and help us to adapt to change. We invite you to join us on the ASN creative journey (digital and real world), a place where art, science, and manufacturing collaborate to drive positive change through the lens of lived experience that forms, informs, and cultivates positive connections between people, place, and community (local and global). Whether you work (or play) in the arts, science or manufacturing this project is for you. The project will be managed as a distinct part of the Augmented Society Network's program of activity and overseen by a small global team. The Augmented Society Network has scheduled a launch event on 7th September 2022. The project will be completed by the Autumn of 2023.

Project activities

The project provides the opportunity to rethink the importance of creativity by eliciting on our individual creative experiences and through learning from others. This project will bring the diverse expression of creativity together in one simultaneous online event and exhibition. Having worked on a previous project that stretched across five continents, we will be using the same framework and network of people to explore and create in-depth examples of the lived experience of lives enriched by creativity. Individuals will be encouraged to create diaries, stories, interactive online, and real-world creative experiences based on what is important to them, and how they use creativity to make a difference to themselves, society, and their community. The true value of creativity will be demonstrated via a showcase of the diverse responses that we collate.

The interactive stories and experiences will come together as a simultaneous live online and real-world event. The interactive event will be recorded; the physical artefacts will be collected and recorded in a concertina-style book that will be displayed alongside the exhibition at RSA House.

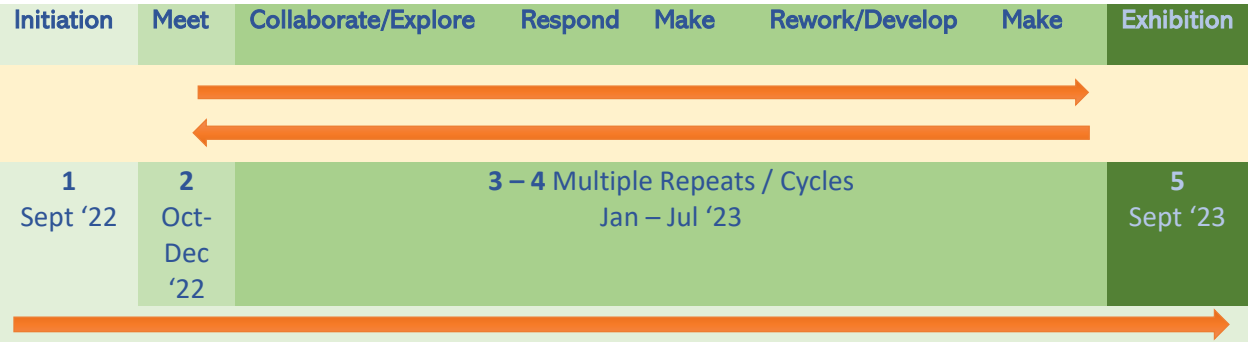
Current project example

Dawn, Head of Design of her company that specializes in website and application design, development, and consultancy company attends the launch event having heard about it through friends. Following the event, she reaches out to a **Project team regional lead** using the contact details provided at the event. The **Project team regional lead** goes through the project requirements and locations for all the supporting information at a regional meetup. Dawn then sets about finding a project partner. She signs up to receive regular project updates from the project mailing list, the ASN Project Sandbox, and contact

with her **regional lead**. Dawn finds a partner to work with and contacts the **Project team regional lead** to check they are on the right path with their proposed activity. Dawn found her partner following a conversation with her friend that works in horticulture as well as a business client. Dawn explained who the RSA is and what they do and about the ASN Fellows network project. They find a common interest that they use to get their project underway. The first idea may not be the one they deliver. They are working collaboratively to evolve their plans to come to a consensus that they all find exciting.

Dawn continues to encourage others to get involved. Dawn and her partners will continue to work on their ideas and follow the project cycles until they are happy with the idea they want to submit. They will record their experience and produce an end product. Having completed their work, they will submit it in an accessible format to the main project email contact. The work will then be reviewed, and if accepted, displayed in the digital exhibition in September 2023.

Project Cycles



Project collaborative groupings

Group	Types
Two individuals	Opposite / Alternative / Cross practice / Profession / Age / Gender / Location
Groups	Opposite group practice / Different / Other group structures and thinking
Organizations	Organization approach to collaboration with different internal teams

Themes (Examples)

Theme	Considerations
Creative regeneration	Regenerative approaches to a creative response to a problem/opportunity. Starting from scratch. Do not rework a solution or expression but look beyond the known, and consider the unknown.
Sensory exploration	Seeing the world with inclusive externalized thinking and application. Considering others in your responses, consider sensory differences.
Visual and cultural expressions of creativity	Consider vision, perception, and differences in cultural reactions to creative expression.

Project reach

Leveraging project leads in 5 locations, monthly network, & other contacts to gather 100+ creative experiences globally. The exhibition will have a wide reach in the UK & the event will be webcast to a global audience with RSA support.

Societal need and who will it benefit?

The world is changing faster and in ways that we never envisioned. The skill set we have learned for life is no longer sufficient. Creativity is a core life-long skill that should be encouraged from an early age - it is the key to our survival. Creativity should be contagious; it should be passed from one individual to another, multiplying and morphing into new creative ideas that benefit us all. As humans, we need to be more creative, more adaptable, and more malleable but most importantly we must make respecting our fellow humans a priority skill.

We encourage you to work collaboratively across arts, science, manufacturing, and demographics, forging new connections and building new relationships that demonstrate how we can provide solutions to world problems; and help us to adapt to change. We would like the project to be a demonstration of how creativity can facilitate openness and inclusion, empower us all to think more creatively, champion creativity, and celebrate the differences when we share the same goal - positive change for the benefit of us all - together we can be a positive force for good. It is this positive change through collaboration that will drive innovation and create communities (in the real and virtual world) that flourish and contribute toward an equitable society.

This project will bring the diverse expression of creativity together in one simultaneous online event and exhibition. The true value of creativity will be demonstrated via a showcase of the diverse responses that we collate. We encourage everyone to collaborate, explore, create and document examples of their works. Through new working partnerships we can all be changemakers, making positive changes for the benefit of us all.

The innovation we are exploring

- The project is a unique opportunity to harness collaboration across all lived experiences
- Instigate new conversations to challenge & promote creativity from education and beyond
- Investigate how working together enhances life experiences that facilitate relationship building (people and disciplines) and a mutual understanding of each other's differences
- Explore what the future holds for humankind - using creativity to redesign our impact on the environment
- Creativity offers us a new formula for life - culture, equality, and inclusion
- Use creativity to improve wellbeing, to shape our future - health, economy, education
- How a disparate group of people with different life and creative experiences use technology to explore ideas around science, technology, and innovation to improve the quality of life for all

Project outcomes

- Demonstrate, document, and showcase creative experience and ideas of innovation across disciplines
- Document different responses to the impact creativity has in different countries - examples in arts, science, and manufacturing
- A physical manifestation of the creative experience on display at locations including RSA House
- Encourage and support different disciplines to work collaboratively
- Connectivity and relationship building – encourage the building and strengthening of creativity for health and wellbeing

RSA support

- Publicity to encourage participation, opportunity to discuss with the Fellows Network, and collaboration with others across other disciplines.
- Access to expertise in different global locations.
- Opportunities to trial new and emerging technologies.
- Help showcase the work of an RSA fellows Network.

Project team

Name	Region	Role	Contact
Zoe Camper FRSA	North America (Western)	**Project lead** Founder & CEO of Zoë Camper LLC. Co-founder of The Augmented Society Network (USA)	zoe@zoecamper.com
Julie Samuels FRSA	UK and Europe	**Project lead** (M Phil), researcher, author & artist working in social enterprise on arts & heritage projects	samuelsjulie@hotmail.com
Carlos Largacha-Martinez	South America	**Project team regional lead** TEDx speaker, social inventor/futurologist, Fulbright Fellow Post-Doc Scholar Program	carlos@quantichumanism.org
Mitch Weisburgh	North America (Eastern)	**Project team regional lead**	mitch.weisburgh@academicbiz.com

		co-founder Academic Business Advisors, developing business strategies to align products/services with purchasing decisions & technology for schools	
Rachida Merbough	Africa (East)	**Project team regional lead** (DrBA), certified renewable energies finance, Frankfurt School of Finance and Management	r.merbouh@gmail.com;
Lynda Leavitt EDD	North America (Central)	**Project team regional lead** Professor, College of Education and Human services Lindenwood University, Missouri	LLeavitt@lindenwood.edu

Roles and responsibilities

Project leads

- Manage all project activity, updates, administration, etc.
- Responsible for project delivery
- Guide groups
- Submit own project

Project team – Regional lead

- Recruit groups/collaborations
- Support participants
- Hold regional meetups as required
- Guide participants and groups to project activities
- Submit own project

Participant

- Find a partner/group and initiate the project
- Follow project principles
- Contribute to the project and its reputation in a positive and inclusive way
- Be open and encouraging to all
- Produce an artifact for the final exhibition
    - Words / Dance / Idea / Innovation / Algorithm / Theory / Expression / Art / Design / Architecture / Etc.

- Document experience

Supporter

- Contribute to the project and its reputation in a positive and inclusive way
- Always promote the project and The RSA in a positive light
- Be open and encouraging to all
- Act as a sign poster
- Contribute to project and its reputation in a positive and inclusive way

How to get involved

Please join us to help determine the destination of this project. Anyone and everyone can get involved. We would love to see representation from all demographics, and all walks of life. We will host a global event in which the creative experiences and storytelling will be shared and recorded. We expect to conclude the project in the Autumn of 2023. Help us to create a positive, sustainable, and equitable future driven by creative innovation, science, and manufacturing.

Launch event

7th September 2022 - Creativity offers us a new formula for life ASN Project

Monthly project meetups

Main ASN Creativity Project Zoom meetup – Third Thursday of every month

12PM Los Angeles / 2PM Kansas City / 3PM New York / 8PM UK / 8PM E Africa / 2PM S America / 5AM W Australia

Meeting purpose

- One-stop shop for everyone to attend
- Project updates
- Project schedule and phases
- Deliverables
- General communication

Dates

- 15th September 2022
- 20th October 2022
- 17th November 2022
- 15th December 2022
- 19th January 2023
- 16th February 2023
- 16th March 2023
- 20th April 2023

- 18th May 2023
- 15th June 2023
- 20th July 2023
- 7th August 2023
- 21st September 2023
- 19th October 2023

Regional Meetups

All regional meetups will be organized by the regional project leads and dates published at a later date.

About The Augmented Society Network

Constant change, fluid standards, and an ever-evolving legislative environment are leading us down many different, and in some cases, conflicting paths. Join the Augmented Society Network to lift the lid on some of this century's most important societal and technological challenges.

This network explores ideas, activities, and research, to understand and influence the ways in which society is augmented now and into the future. We, as individuals and as connected networks, can and should have a greater impact on Society's relationship with the technologies and systems we use - or are destined to use. Meant as an inclusive, considered, and open forum to connect, explore and offer solutions, the network's monthly virtual sessions have focused on subjects ranging from artificial intelligence to climate change, education, creativity, supply chains, values, and much more while leading to collaborative publications, policy guidance, global events, and product development.

We welcome all members of society and are eager to make room at the table for provocative and enlightening discussions around what truly matters in our augmented world.

Objectives

- To create an inspiring and safe place for collaborators and thinkers to explore the impact of augmentative technology on society and the environment.
- To generate real and virtual content that will inform, generate conversation, assist in the development of policy, and inspire others.
- To implement experimental theoretical and real products and publications combining unlikely or disruptive sources to generate new and exciting thought, creativity, and partnerships.
- To reflect the RSA's mission and strategic work to extend its influence and presence globally.

Resources and information

Project Home https://www.augmentedsociety.org/2022/04/creativity-offers-us-new-formula-for.html

Project Sandbox – Access to Google docs, papers, and project briefs

- Reading list – TBC
- **URL:** Augmented Society Network
- **General email:** Info@AugmentedSociety.org

ASN Contacts

Zoe Camper ASN Co-founder and Project lead – zoe@slink.net

Julie Samuels – ASN and Project lead - samuelsjulie@hotmail.com