

# AugmentedSocietyNetwork



## Creativity offers us a new formula for life

### 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.

This new project will explore how creativity drives innovation, science and manufacturing; how it could provide solutions to world problems; and facilitate us to adapt to change – creating a positive and sustainable future. We will examine the role of society in creativity; identity and creativity; the value of creativity; creativity for positive social change; how creativity can increase connectivity and build relationships; nurturing creativity.

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 have scheduled two launch events on April 21<sup>st</sup> and May 19<sup>th</sup> 2022. The project would 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 & through learning from others. This project will bring the diverse expression of creativity together in one simultaneous online event & exhibition. Having worked on a previous project that stretched across five continents, we will be using the same framework & network of people to explore & create in depth examples of the lived experience of lives enriched by creativity. Individuals will be encouraged to create diaries, stories, interactive online & real world creative experiences based on what is important to them, how they use creativity to make a difference to themselves, society & 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 & real world event. The interactive event will be recorded, the physical artefacts will be collected & recorded in a concertina-style book that will be displayed at RSA House and exhibition also at RSA House.

## Project reach

Leveraging project leads in 5 locations, monthly network, & other contacts to gather 99+ 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?

In his discussion about The biggest event in human history (part of The BBC Reith Lectures, December 2021) the scientist Stuart Russell OBE asked “If we had a choice, what would the future look like?”. Could the answer to this question be found through the purposeful reengagement of creativity in innovation, science and manufacturing? Society has placed too much value on things that can be measured and reported, we want to return creativity, the unmeasurable and subjective, to a fully realised and valued position within society. This project is designed to demonstrate the value we should place on the creative experience and prove that art science and technology when combined are a much more powerful force and will build a far more sustainable and equitable environment and world to live in.

## 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 & beyond
- Investigate how working together enhances life experiences that facilitate relationship building (people & disciplines) & 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 & creative experiences use technology to explore ideas around science, technology & innovation to improve the quality of life for all

## Project outcomes

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

## RSA support

Publicity to encourage participation, opportunity to discuss with the Fellows Network, 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. Seed funding.

## Project team

Zoe Camper FRSA, Founder & CEO of Zoë Camper LLC. Co-founder The Augmented Society Network (USA)

Julie Samuels FRSA (M Phil), researcher, author & artist working in social enterprise on arts & heritage projects (UK and Europe)

Carlos Largacha-Martinez, TEDx speaker, social inventor/futurologist, Fulbright Fellow Post-Doc Scholar Program (South America)

Mitch Weisburgh, co-founder Academic Business Advisors, developing business strategies to align products/services with purchasing decisions & technology for schools (North America)

Rachida Merbough (DrBA), certified renewable energies finance, Frankfurt School of Finance and Management (Africa)

Lynda Leavitt EDD, Professor, College of Education and Human services Lindenwood University, Missouri (North America)

## Seed funding

We have applied for RSA seed funding and will be seeking other grant funds in both the UK and USA.

## 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, 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 events

**21st April 2022 - [ASN: Discussion - Introduction to A Collection of creative experiences](#)**

- [Presentation slide deck](#) (2.2mb PPTX)

**19th May 2022 - [A Collection of creative experiences \(continued\)](#)**

Find out more about The Augmented Society Network and get in touch

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