

International Space of Development

“NEW MEANINGS IN BUSINESS: Rethinking the Paradigm of Creative Mind”

June 1–3, 2018

LIZARI CAMPUS (Latvia)

Business – Science – Fashion – Design – Art – Psychology – Innovation – Education



Photo: Rasa Balte-Balčiūnienė

TOPICS

- CRISIS IN CREATIVE MIND: interdisciplinary view of the issue.
- PSYCHOLOGY OF IMAGES: how images structures people's minds, impact choices and relate to self-realisation.
- ANTHROPOLOGY OF CREATIVE MIND: social criteria versus criteria of life.
- SEMIOTICS OF CREATIVE MIND: signs and meanings as tools for ruling the social norms.
- CREATION AS PROJECTION OF INNER STATE: what we create is what we are inside.
- How art and media images structure minds and impact creativity.

- CONSCIOUSNESS AND SENSITIVITY: how to make our creative minds flourish by developing our consciousness and body awareness.
- AUTHENTICITY AND INDIVIDUALITY: how fashion and design express true identity of the person.
- THE HIGHEST MEANING OF AESTHETICS: development of personality through experience of beauty and pleasure.
- CHANGE OF PARADIGM OF CREATIVE MIND: from culture of consumerism and imposition towards development of authenticity and self-realisation of the person.
- NEW APPROACH TO CREATION: authentic work can only be created by authentic person.
- AUTHENTIC WORK AND SEARCH FOR INSPIRATION: nature, highest art, images born in spontaneous act of creation;
- CASES OF NEW PARADIGM OF CREATIVE MIND:
 - successful cases of applying criteria of life (organic architecture, aesthetic odontology, designer works in clothing, jewellery, interior design and other).
 - successful cases of using positive images (adaptation of sacred images, art improvisations, symbols of nature, etc.)
 - successful models of business concepts (viewing human as a whole, solving social problems, connecting different areas of activities, etc.)
 - successful examples of cooperation between creators.



Photo: Rasa Balte-Balčiūnienė

GOAL:

To create a live space for rethinking current paradigm and tools of CREATIVE MIND in BUSINESS by:

- interdisciplinary analysis and practical cases of CREATIVITY-DRIVEN businesses and social activities: art, fashion, design and aesthetics of life in general;
- deeper insights (anthropology, psychology, economics, semiotics) on the meaning, role and formation of CREATIVE MIND including challenges of consumer economy and insights for the future;
- EXPERIENCING PERSONALLY changes needed to develop CREATIVE MIND on personal and business levels;
- PRACTICAL DEVELOPMENT of projects, tools and prototypes for application of new understandings of CREATIVE MIND in personal and business areas.

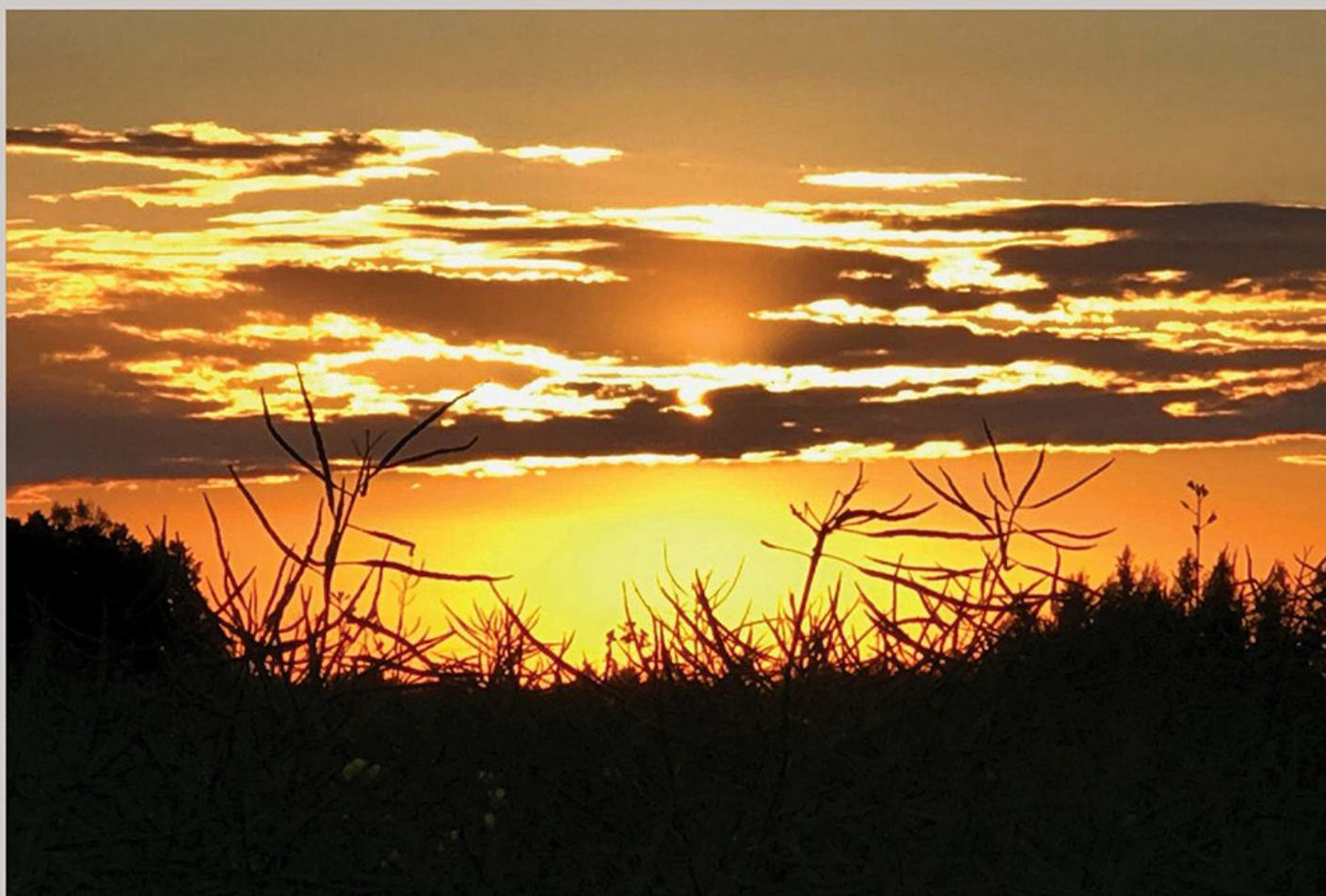


Photo: Rasa Balte-Balčiūnienė

SPEAKERS AND PARTICIPANTS:

- BUSINESSMEN
- INTELLECTUALS AND SCIENTISTS
- CREATORS AND BUSINESSES OF FASHION AND DESIGN
- MARKETING SPECIALISTS
- CREATORS OF AESTHETICS, ART REPRESENTATIVES