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00:00:04,610 --> 00:00:11,780

Sustainability unwrapped a conversational podcast about responsibility, ethics, equalities,

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00:00:11,780 --> 00:00:22,340

climate change and other challenges of our times where science needs practise to think about a world and how to make our society more sustainable.

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00:00:22,340 --> 00:00:29,240

One forecast at a time. Good day to everyone.

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00:00:29,240 --> 00:00:35,150

But still, Mahmoud is on for some time, beaches and parks have teamed with picnickers.

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00:00:35,150 --> 00:00:41,360

The city is abuzz with a few tourists and gardens have brightened the surroundings.

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00:00:41,360 --> 00:00:46,490

It seems life has entered a more carefree pace.

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00:00:46,490 --> 00:00:53,750

There's a feeling that things are getting back to normal after the pandemic restrictions have been lifted.

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00:00:53,750 --> 00:01:05,180

There is the Mansky exhibit at Menta Blic at Amer's, Rex Rippin at up to name a gallery of cultural events for everyone's tastes.

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00:01:05,180 --> 00:01:14,480

Maria here is special researcher at Cooper Cultural Research Policy Centre remarked that there are no

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00:01:14,480 --> 00:01:23,300

commonly agreed cultural policy goals to quoter when you look at the party's cultural policy agenda.

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00:01:23,300 --> 00:01:30,740

So you realise that culture is clearly not the kind of political issue we prioritise.

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00:01:30,740 --> 00:01:40,490

For example, the municipal elections are a researchers have monitored the party's attitudes towards the importance of culture and municipalities.

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00:01:40,490 --> 00:01:43,340

It looks pretty weak.

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00:01:43,340 --> 00:01:53,600

On the other hand, Rita Kivel Stoya, chief director of the Department of Culture and Arts Policy under the Ministry of Education and Culture,

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00:01:53,600 --> 00:02:03,360

argues that the comparison with the Nordic countries described in Helsingør in Sanomat was partly based on incorrect information.

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00:02:03,360 --> 00:02:07,590

She affirms that the government has so far proposed additional funding for arts and

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00:02:07,590 --> 00:02:15,750

culture this year in both draught budget amendments totalling to 147 million euros,

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00:02:15,750 --> 00:02:26,020

more over the additional appropriations proposed for the sector due to the coronavirus in 2020 and 2021, totalling two hundred fifty seven.

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00:02:26,020 --> 00:02:35,190

Seven million euros correspond to just under half of the state culture budget for a normal year.

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00:02:35,190 --> 00:02:44,790

Today, as part of Hanken Sustainability Unwrapped podcast, we will be listening to representatives from a cultural foundation,

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00:02:44,790 --> 00:02:56,130

the academe and the profession, to discuss should the arts be considered in the discourse on sustainability?

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00:02:56,130 --> 00:03:03,750

Here with us today are author Pain in the Art Canek coordinator at all to university.

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00:03:03,750 --> 00:03:10,560

She's an art expert with a background as an artist, designer, researcher and lecturer.

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00:03:10,560 --> 00:03:18,120

Her work is universe wide and includes curating and coordinating both permanent and temporary art projects,

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00:03:18,120 --> 00:03:23,700

exhibitions, events, publications and public art.

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00:03:23,700 --> 00:03:28,350

During her career, she has worked on many positions of trust at the moment.

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00:03:28,350 --> 00:03:37,290

She is the vice chair of Audible Audible Art and Design Finland, who also selected her as the artist of the Year 2012.

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00:03:37,290 --> 00:03:42,960

Welcome. Thank you. Very nice to be here today.

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00:03:42,960 --> 00:03:49,950

Next with us is Veli Marcus Doppio, who is the senior advisor at the Finnish Cultural Foundation.

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00:03:49,950 --> 00:03:59,730

It was originally trained as a musician, acquired his doctoral degree at the Sebelius Academy and earned his money by gigging across Europe.

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00:03:59,730 --> 00:04:03,960

Later, due to health reasons, he went back to school and became a lawyer.

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00:04:03,960 --> 00:04:11,070

His job at the foundation mostly concerns the analysis and development of the mechanisms of arts and research.

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00:04:11,070 --> 00:04:18,540

Funding is also involved with issues related to sustainability and general cultural policy.

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00:04:18,540 --> 00:04:25,740

For instance, he was a member of the expert group behind the new law on the promotion of performing arts.

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00:04:25,740 --> 00:04:29,730

Welcome, Veli Marcus. Thank you. Nice to be here.

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00:04:29,730 --> 00:04:33,960

Good. And finally, we have Pablo Halonen.

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00:04:33,960 --> 00:04:43,680

He is a contemporary artist, a designer based in Helsinki, though his origins are from an on koskie located in Southern California.

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00:04:43,680 --> 00:04:48,720

His materials and inspirations, exhibitors, eastern Finnish roots,

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00:04:48,720 --> 00:04:56,580

as well as cultural layers from residency in Vietnam, Hong Kong, Paris and Tatarstan.

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00:04:56,580 --> 00:05:05,600

Besides formal art studies, Parboil has also trained himself in glassblowing, lithography, woodcutting and Gilday.

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00:05:05,600 --> 00:05:13,490

His works have been exhibited in Finland and abroad. They've also been part of collections found in Kosma Helsinki Art Museum.

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00:05:13,490 --> 00:05:20,500

We were an art collection, to name a few. Welcome, Pavel.

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00:05:20,500 --> 00:05:23,830

Thank you, Maria. Lovely to be here. OK.

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00:05:23,830 --> 00:05:32,990

And I'm your host for today, Madison Gaiters from the Centre for Languages and Business Communication at Tonken.

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00:05:32,990 --> 00:05:43,520

Dr. John Clammer, professor to science, astrology, road sustainability has become the buzzword of our generation and in many ways correctly so,

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00:05:43,520 --> 00:05:53,670

without sustainability, we either do not have a future as a species or if we do at best, a very impoverished one.

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00:05:53,670 --> 00:06:03,120

In addition to British green architect James WINZ has suggested that without art, the whole idea of sustainability fails.

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00:06:03,120 --> 00:06:13,740

What does art have to do with sustainability? Well, if I may jump in here, I think not necessarily anything.

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00:06:13,740 --> 00:06:18,300

Or maybe a lot or something in between because.

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00:06:18,300 --> 00:06:22,410

We can choose to have art that is more sustainable than other forms of art,

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00:06:22,410 --> 00:06:27,990

but we don't have to or we can choose to use art as a means to sustainable ends.

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00:06:27,990 --> 00:06:30,330

But again, we don't have to.

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00:06:30,330 --> 00:06:39,570

Art in itself has no essential nature that would make it more or less sustainable than out of subsistence of human society.

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00:06:39,570 --> 00:06:46,410

But from the point of view of funding or organisation that I present of a special interest is the

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00:06:46,410 --> 00:06:54,360

question what type of conditions and limitations does the strive for sustainability impose upon art?

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00:06:54,360 --> 00:07:04,710

Because I mean, within art, within the art, there is a tendency to think that the call for change mainly concerns the others.

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00:07:04,710 --> 00:07:10,650

Somebody else should buy less stuff or somebody else should travel less or should not drive a car.

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00:07:10,650 --> 00:07:17,300

But we artists after we are the good guys, aren't we? Maybe we could do a little bit better, but.

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00:07:17,300 --> 00:07:19,840

But there's a very strong.

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00:07:19,840 --> 00:07:31,230

Fundamental background idea that art in itself must remain free of external debt obligations, such as strive for sustainability,

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00:07:31,230 --> 00:07:38,560

I mean, behind this thinking lies the 19th century romantic notion of the art as an autonomous sphere.

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00:07:38,560 --> 00:07:46,720

At the concept of sustainability is strongly connected to the concept of efficiency, especially in resource efficiency.

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00:07:46,720 --> 00:07:53,020

And contrary to what many believe, the history of art is very much shaped by this kind of thinking.

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00:07:53,020 --> 00:08:00,020

I mean, the history of art. There is a very long line of staff strive for more efficient means of production.

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00:08:00,020 --> 00:08:08,860

And the question is then for funders, should the arts be left to its own devices and looking for ways to a more sustainable future?

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00:08:08,860 --> 00:08:16,330

Or should the funders enforce this process by setting sustainability driven criteria for the decisions?

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00:08:16,330 --> 00:08:26,740

This issue remains contentious and systemic. Change in funding and means of production will always lead to changes in the artistic content.

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00:08:26,740 --> 00:08:33,780

And for the past century, the question of artistic quality, which means what kind of art is good?

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00:08:33,780 --> 00:08:37,510

Consider the monopoly of the artistic community in itself.

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00:08:37,510 --> 00:08:48,960

Of course, in the previous centuries it was not like this. Very interesting.

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00:08:48,960 --> 00:09:01,080

OK. Nice thought provoking ideas, really, Marcus, here, I would like to add that as as a general notion,

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00:09:01,080 --> 00:09:04,740

art can potentially have a lot to do with sustainability.

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00:09:04,740 --> 00:09:16,860

Firstly, the impact art can do is connected to the very idea that artists can bring forward some sustainability in order to create impact art.

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00:09:16,860 --> 00:09:23,070

It creates emotions, makes us be aware, even be embarrassed or angry,

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00:09:23,070 --> 00:09:30,510

and also inspires us all to rethink how we live and what can we change for a more sustainable future.

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00:09:30,510 --> 00:09:34,980

Art can make us act as it stimulates also hope.

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00:09:34,980 --> 00:09:44,400

Secondly, I would like to focus on material choices which are used in art, design and architecture through the use of materials in a new way.

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00:09:44,400 --> 00:09:53,010

Art can create examples and new possibilities which can further affect our society in a wide way by making impact.

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00:09:53,010 --> 00:10:02,130

I would like to give a couple of examples here from a researcher and an artist from Aalto University.

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00:10:02,130 --> 00:10:15,390

For example, Professor Mark Makela and her team have been making art for waste material through an artistic research project where art and craft

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00:10:15,390 --> 00:10:25,500

making can be understood as a philosophical space to think through the ethical and ecological concerns related to the environment.

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The project is called a treacy's fund, the Anthropocene working with the soil,

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00:10:30,090 --> 00:10:41,460

and it has been accepted in Design Museum last year at Helsinki, but also in the previous Venice Biennale in the research pavilion.

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00:10:41,460 --> 00:10:54,420

The research actually they DECT in Venice, for example, the spoilt land material and used that as the ceramic sort of decoration material.

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00:10:54,420 --> 00:10:58,980

Another example comes from an artist and professor Julia Luman.

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00:10:58,980 --> 00:11:04,650

She says that it is not enough to intellectually understand the challenges we are facing.

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00:11:04,650 --> 00:11:14,550

We also have to understand emotionally what the decisions we need to make are and how we can be brave enough to make the decisions that changed.

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00:11:14,550 --> 00:11:18,930



Julia Lorman herself is very much speaking about the sea.

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00:11:18,930 --> 00:11:23,640

She's also using seaweed as a material for her sculptures.

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00:11:23,640 --> 00:11:31,800

And at the moment, you can find her sculpture, Hiroko, at the Glass House in Alexander Encanto in Helsinki.

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00:11:31,800 --> 00:11:34,500

Very beautiful. Very, very interesting.

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00:11:34,500 --> 00:11:44,070

I must say that Longman's project is certainly thought provoking and very timely when she had it displayed at this fiftieth World

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00:11:44,070 --> 00:11:55,530

Economic Forum in Davos that was really impactful and really a desire for the for the world leaders to instead of just have a think tank,

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00:11:55,530 --> 00:12:03,600

establish a do tank way of collaborating that is powerful, that's art is power in a way.

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00:12:03,600 --> 00:12:08,940

Pavel, what is your take on the subject?

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00:12:08,940 --> 00:12:18,880

Love what you said about stimulating Hope Day, I would say as long with prayer is for me personally is sustainability.

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00:12:18,880 --> 00:12:22,870

Art is not fashion, not dispensable. Art is something permanent.

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00:12:22,870 --> 00:12:29,320

A statement I would argue that art is the only true sustainable part of our modern life.

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00:12:29,320 --> 00:12:38,830

The uprising trend of making art from or even only furniture indicates the direction where that is heading.

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00:12:38,830 --> 00:12:43,360

It's good to remember that for hundreds of years, artists have seen nature as a value,

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00:12:43,360 --> 00:12:51,220

as an observer or as an operator with a will of its own in our nature has always been admired,

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00:12:51,220 --> 00:12:58,300

even back when its environment, just as a source of materials and as an experience.

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00:12:58,300 --> 00:13:02,360

The experience uses human error as a human's own energy.

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00:13:02,360 --> 00:13:08,920

Not other sources can be a way of relaxing or a method of lesser many adventures.

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00:13:08,920 --> 00:13:17,980

And Michael Holliday's art makes the daily surroundings more vivid, and these goals can be reached without enormous use of new material or energy.

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00:13:17,980 --> 00:13:28,690

Ecological crises demands. Rethinking our farming in all levels is built into the discourse and offers ways to critically observe society.

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00:13:28,690 --> 00:13:32,920

The critical observations need to happen also on a personal level.

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00:13:32,920 --> 00:13:36,850

This is a major shift in our culture. We need to change.

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00:13:36,850 --> 00:13:44,650

What we are expecting from the world, which we use differs from the ways we use mass produced items.

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00:13:44,650 --> 00:13:51,850

This is a way of thinking and consuming we should use in all levels of life.

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00:13:51,850 --> 00:13:53,020

Wonderful. Yeah.

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00:13:53,020 --> 00:14:03,670

Your statement, Pavo, when you say Art offers many adventures in Micra holidays, art makes the daily surroundings more vivid is absolutely appealing.

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00:14:03,670 --> 00:14:07,360

This reminds me of a student's view of the need for cultural sustainability.

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00:14:07,360 --> 00:14:16,330

He wrote that with the preservation of culture, we make sure our world will not be grey nor boring.

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00:14:16,330 --> 00:14:24,070

Now, if culture is specifically, the art in this discussion enhances the quality of life,

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00:14:24,070 --> 00:14:29,590

stimulates innovation, which in turn is an investment into the future.

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00:14:29,590 --> 00:14:42,860

What are the roles, responsibilities of policy and decision makers in making art part of the sustainability discourse?

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00:14:42,860 --> 00:14:47,260

Very difficult and challenging topics you have here. Maria,

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00:14:47,260 --> 00:14:53,600

I would like to add to Pablo's idea of these many adventurous and micro holy days

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00:14:53,600 --> 00:14:58,580

that those are actually perfect travel destinations for this pandemic time here.

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00:14:58,580 --> 00:15:04,880

So I love the I love the concepts here. But back to Maria's question.

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00:15:04,880 --> 00:15:09,950

First of all, top decision makers, politicians decide on laws.

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00:15:09,950 --> 00:15:16,470

And Maria was talking about this also earlier in the podcast. And these laws frame our ways of living.

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00:15:16,470 --> 00:15:21,260

And this is probably the most important way to make big and lasting changes.

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00:15:21,260 --> 00:15:28,850

One example I must bring up here is the use of public art and as sort of the percentage principle,

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00:15:28,850 --> 00:15:34,310

which is not in law in Finland, unlike in other like Sweden, for example.

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00:15:34,310 --> 00:15:38,660

So there is a big thing we can we can work on.

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00:15:38,660 --> 00:15:48,440

And one example I would like to point out is from a year EU level, a programme called New European Powerhouse,

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00:15:48,440 --> 00:15:57,680

which is a collaborative interdisciplinary effort by creative minds and decision makers to build a beautiful, sustainable, inclusive future.

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00:15:57,680 --> 00:16:06,110

And now the idea is open at the moment. So let's see how that will proceed with the funding.

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00:16:06,110 --> 00:16:10,370

Call us where later. Later on. Very good.

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00:16:10,370 --> 00:16:14,360

Hopefully, hopefully you get the funding. I will try that.

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00:16:14,360 --> 00:16:21,860

Art and art studies can support individuals thinking and understanding more abstract phenomena.

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00:16:21,860 --> 00:16:28,370

This is a decision makers should support and our education in schools in primary and in other levels.

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00:16:28,370 --> 00:16:35,330

And decision makers should also enable sustainable choices in gaming and in everyday life.

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00:16:35,330 --> 00:16:43,610

At the same time, this enables sustainable development to direct activities of consuming to our small,

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00:16:43,610 --> 00:16:53,910

positive and tolerable ways is something that decision makers have to take seriously in society at the moment.

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00:16:53,910 --> 00:17:08,360

So we have to like take these things really seriously. Decision makers have to guide us consumers and artists and people to make these decisions.

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00:17:08,360 --> 00:17:12,350

That's something we will have to like.

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00:17:12,350 --> 00:17:22,310

We have to share our responsibility, but also decision makers have to do some guidance and guide us to the right direction.

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00:17:22,310 --> 00:17:28,720

All right. Very, very much. Yes. What I was thinking.

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00:17:28,720 --> 00:17:37,800

I agree, but what I find important is that art is treated as an integral part of the society,

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00:17:37,800 --> 00:17:44,350

not some sort of a feel good exception with its own logic.

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00:17:44,350 --> 00:17:51,370

And exclusively positive outcomes, because when we talk about art

and sustainability.

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00:17:51,370 --> 00:18:00,430

We are often talking in very vague terms and often forgetting the two other dimensions of sustainability,

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00:18:00,430 --> 00:18:14,170

that is the economic and the social and of course, so we need to define the sustainability of what and in the current environmental crisis.

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00:18:14,170 --> 00:18:20,320

Of course, the environmental sustainability is where the focus is.

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00:18:20,320 --> 00:18:29,110

However, when talking about art and sustainability, it might be a good idea also to pay attention to the sustainability of the art system in itself.

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00:18:29,110 --> 00:18:36,940

And there I see a lot of serious issues right now, for instance, in Finland, because for the past, well,

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00:18:36,940 --> 00:18:40,720

actually everywhere in the Western world for the past few decades,

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00:18:40,720 --> 00:18:45,610

and there was an ever increasing number of people who strive to earn their living as artists.

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00:18:45,610 --> 00:18:49,810

While the economy of the arts has not expanded at the same rate.

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00:18:49,810 --> 00:18:58,810

Also, digitalisation has further accentuated this winner takes all logic has always been part of the economy of the arts.

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00:18:58,810 --> 00:19:03,850

As a result, professional art has become a sphere of low income people,

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00:19:03,850 --> 00:19:09,760

often women in extremely insecure temporary employment without

proper safety net.

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00:19:09,760 --> 00:19:16,120

Even in a welfare state like Finland, feeling of unfair treatment is pervasive.

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00:19:16,120 --> 00:19:21,280

And contrary to other sectors of this modern gig economy,

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00:19:21,280 --> 00:19:25,240

there's a strong professional identity that creates a kind of a blocking effect

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00:19:25,240 --> 00:19:29,860

that prevents people from migrating to more secure or better paying jobs.

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00:19:29,860 --> 00:19:36,880

And in my opinion, from my vantage point from this kind of organisation that funds art,

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00:19:36,880 --> 00:19:49,690

I find that there's a lot of I mean, the situation within the field of arts is not sustainable as it is right now.

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00:19:49,690 --> 00:20:00,670

Yes, I totally agree with the here that there is a lot of challenges to do in the in the art world at the moment.

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00:20:00,670 --> 00:20:10,300

I would like to add that, of course, many artists themselves, they want art to be political or political in itself.

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00:20:10,300 --> 00:20:18,610

There are many ways to act with strikes, with demonstrations to create attention which can change the course of history.

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00:20:18,610 --> 00:20:20,050

Examples are endless.

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00:20:20,050 --> 00:20:31,120

When we look back at art, design and architecture history, then there is also maybe a bit quieter ways which often might even have a

stronger impact.

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00:20:31,120 --> 00:20:40,990

The gatekeepers of art in institutions who make the actual choices of what art is presented, financed and supported.

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00:20:40,990 --> 00:20:53,020

Do we encourage global equality, do it by an exhibit art for minorities, keeping gender in mind, or do we just rely on the big names in the art world?

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00:20:53,020 --> 00:20:58,630

Do we prior to prior authorities art which activate sustainability?

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00:20:58,630 --> 00:21:07,520

I think all choices can have an effect on what questions for each of those questions merit.

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00:21:07,520 --> 00:21:11,830

A podcast, a discussion, you know. Well,

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00:21:11,830 --> 00:21:19,780

I hope our listeners are being inspired to re-evaluate our cultural eco system and think how we can all

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00:21:19,780 --> 00:21:28,570

contribute to strengthening our cultural heritage and potential both its national and worldwide appeal.

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00:21:28,570 --> 00:21:33,100

Sustainability efforts are not merely a set of, you know, top to bottom directives.

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00:21:33,100 --> 00:21:38,710

It's good if the EU will tell us something, it's good as well, if the UNICEF will tell us something,

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00:21:38,710 --> 00:21:44,770

but a way of life that should be cultivated early on and amongst everyone.

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00:21:44,770 --> 00:21:51,850

This is also when I think Pavo had actually mentioned art education



should be supported from

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00:21:51,850 --> 00:22:00,760

early on because it is something that you can instil in the children right to a very early age.

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00:22:00,760 --> 00:22:06,940

But now we go back to the university setting and very concretely at Henkin in 2019,

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00:22:06,940 --> 00:22:14,740

Hanken celebrated its 100th anniversary and the overall theme was creativity.

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00:22:14,740 --> 00:22:23,830

The university space was transformed into a gallery exhibiting the works of 13 Nordic artists.

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00:22:23,830 --> 00:22:28,360

They were selected because the works represented values that are important for kids,

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00:22:28,360 --> 00:22:36,370

such as high quality openness, sustainable development and Nordic identity.

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00:22:36,370 --> 00:22:42,070

This art and residents exhibit in cooperation with Nordic contemporary art collection

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00:22:42,070 --> 00:22:48,250

was the second time the university premises were used to display art back in 2017.

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00:22:48,250 --> 00:22:54,700

There was a Victorio project by José Antonio Ochoa, a Mexican artist.

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00:22:54,700 --> 00:23:03,940

In a sustainable world, every sector calls for collaboration for the greater good, care for the environment,

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00:23:03,940 --> 00:23:13,620

redoubts in fair trade practises and sound ecological knowledge effects business strategies.

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00:23:13,620 --> 00:23:22,140

As guests of the podcast series of Hanken, how can this discourse benefit a business school or more concretely,

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00:23:22,140 --> 00:23:28,440

how can a business school benefit from art?

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00:23:28,440 --> 00:23:35,270

Well, I would say that our education can give students a sense of time and history,

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00:23:35,270 --> 00:23:41,910

art, and that's a memory, a long memory of society and humans that is longer than,

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00:23:41,910 --> 00:23:52,860

for example, our political or economic memory that, let's face it, is quite short, but is also an indicator of deeper meanings in society.

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00:23:52,860 --> 00:24:03,840

Society are creates understanding of one's own emotions and experience, and at the same time opens new perspectives to learning critical thinking.

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00:24:03,840 --> 00:24:14,340

Students learn to offer customers other native unsustainable ways of consuming changes in our behaviour are more obvious than ever,

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00:24:14,340 --> 00:24:18,150

and there is a youth change in the ways we are consuming.

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00:24:18,150 --> 00:24:24,690

The study of sport, art, history and contemporary art is a good way to learn new ways of thinking.

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00:24:24,690 --> 00:24:31,740

It may eventually help storytelling the whole structure of our capitalistic, capitalistic, monetary base consumers.

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00:24:31,740 --> 00:24:38,370

And so the idea that has driven us to the U.S. of eco catastrophe,

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00:24:38,370 --> 00:24:45,600

the contemporary US gain especially points out the faults in overconsumption and the ways we eat.

201

00:24:45,600 --> 00:24:52,530

Another are resources for me to talk about this, to talk about morals and ethics.

202

00:24:52,530 --> 00:24:58,050

And one question for me at least rises above all this moral right.

203

00:24:58,050 --> 00:25:01,360

Also economically, economically profitable.

204

00:25:01,360 --> 00:25:11,100

Yes, the main task of contemporary art is to question existing patterns of thinking and acting, which is the starting point for all innovation.

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00:25:11,100 --> 00:25:13,680

This is also true in business.

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00:25:13,680 --> 00:25:24,540

Economic decisions involve choices by a rational individual, but we are also aware that emotions and shared values influence our individual choices.

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00:25:24,540 --> 00:25:31,770

In addition to economic results, we need to discuss the harder to measure social values,

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00:25:31,770 --> 00:25:37,080

environmental impacts and ethical consequences of our choices.

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00:25:37,080 --> 00:25:47,150

Art and creative practises do provide new approaches for expanding scientific and economic thinking.

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00:25:47,150 --> 00:25:55,640

For example, at Autonomy at Alta University, the School of Business

aims to create the participatory, open and low hierarchy,

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00:25:55,640 --> 00:26:03,680

working and learning environment at the university's vision for public art is the question what a university is,

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00:26:03,680 --> 00:26:08,570

what we are doing as part of society and what the public even means.

213

00:26:08,570 --> 00:26:18,380

A work of art is subject to continuous critical evaluation and should reflect the university's values such as courage and responsibility.

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00:26:18,380 --> 00:26:29,520

A dialogue always opens up new perspective. Encounters with art may lead to a deeper exploration of the topics and approaches involved.

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00:26:29,520 --> 00:26:36,080

Each individual work of art brings its own perspective. The collection.

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00:26:36,080 --> 00:26:45,320

When professional artists work with certain teams that they have developed over decades when making art and by exploring their works,

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00:26:45,320 --> 00:26:53,540

we can drill into both these teams and the artist's thoughts and emotions towards them.

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00:26:53,540 --> 00:27:06,050

And I would like to refer to a report from 2019 by this built status of property

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00:27:06,050 --> 00:27:16,100

that actually 75 percent of Finns would like to be part of their daily environment.

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00:27:16,100 --> 00:27:23,390

Currently, there's a lot of the type of discourse where the sphere of influence of arts and the

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00:27:23,390 --> 00:27:29,720

sphere where the art functions wants to be seen broader than it traditionally is.

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00:27:29,720 --> 00:27:41,390

I mean, let's say the sort of people want to expand the field where art appears and functions in the society part of it.

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00:27:41,390 --> 00:27:50,810

Part of this talk is legitimate in a sense that art is looking for a new new position in the world.

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00:27:50,810 --> 00:28:03,260

But part of this world is simply artists looking for a way of earning their living and trying to get employed by non-traditional means.

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00:28:03,260 --> 00:28:11,300

So that if we ask that, let's say that, like in this context, we may ask, what is the connexion between.

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00:28:11,300 --> 00:28:15,390

Business and art, I would say that.

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00:28:15,390 --> 00:28:25,170

Or let's say, what can business benefit from the arts, I would say that yes, it can, but it cannot as much as arts claims,

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00:28:25,170 --> 00:28:33,420

because there's a lot of there is there is a lot of this kind of a simply that the talk that comes with the motivation of somebody

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00:28:33,420 --> 00:28:41,940

trying to earn their living and the Finnish government trying to justify the fact that they have trained lots and lots of artists.

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00:28:41,940 --> 00:28:49,560

But I think that what's important here is that what I really miss in my work is to build mutual

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00:28:49,560 --> 00:28:55,380

understanding and Two-Way channels of communication between these two spheres of thinking.

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00:28:55,380 --> 00:29:00,090

I mean, every artist should have a fundamental understanding of the economic theory.

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00:29:00,090 --> 00:29:08,520

It's not enough to try to talk in terms of cliches that one learns from the TV news.

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00:29:08,520 --> 00:29:15,090

Every economist should have a fundamental understanding of the phenomena that makes the economy of arts in many ways exceptional.

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00:29:15,090 --> 00:29:21,840

I mean, indeed. I mean, there is economic I'm emphasising economic research about the economy of arts and arts.

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00:29:21,840 --> 00:29:25,230

Economy is exceptional.

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00:29:25,230 --> 00:29:31,860

I mean, if one wants to talk about the late string quartettes of Beethoven, it helps to have some basic understanding of the musical theory.

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00:29:31,860 --> 00:29:39,480

And the same, of course, applies to the economy. One cannot talk meaningfully about economics without some commonly shared concepts.

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00:29:39,480 --> 00:29:46,610

However, this is very much the case in the field of arts and the talk about money.

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00:29:46,610 --> 00:29:54,720

There is a lot of it, and at the same time the understanding of the economic, legal and administrative fundamentals is quite a bit lacking.

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00:29:54,720 --> 00:29:59,580

And as a result, the art talk and the money talk, they remain disconnected.

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00:29:59,580 --> 00:30:05,640

There are too many artists who think that fundamentals of economic theory do not apply to their art.

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00:30:05,640 --> 00:30:12,060

This is obviously false. On the other hand, there are people outside of the arts that are unaware of the features that they make.

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00:30:12,060 --> 00:30:20,700

The art economy in many ways quite special. It would benefit the arts and the society as a whole to bridge this gap.

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00:30:20,700 --> 00:30:24,720

And I would take this opportunity to recommend that art.

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00:30:24,720 --> 00:30:28,770

The Arts University in Hong Kong should arrange a joint course, for instance,

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00:30:28,770 --> 00:30:34,770

local money talk for the sceptic artist on how to beat the men in suits in their own game.

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00:30:34,770 --> 00:30:41,880

Oh wow. That is lovely. Rabbi, that certainly is an excellent course title.

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00:30:41,880 --> 00:30:47,060

Let's see if anyone from the academic council or any professor may want to take that challenge.

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00:30:47,060 --> 00:30:56,040

OK, now, listening to each one of you, we realise many layers intertwined when we think of this,

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00:30:56,040 --> 00:31:10,820

this podcast's keyboard's art as a creative process, art as an instrument for innovation and art with an associate economic structure.

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00:31:10,820 --> 00:31:19,400

Through each one of our guests comments, we can conclude that the arts should be included in the sustainability discourse as a source,

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00:31:19,400 --> 00:31:27,230

as an instrument, and it is a by product, as Otey summed up in one

of her articles.

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00:31:27,230 --> 00:31:37,520

The main task of contemporary art is to question existing patterns of thinking and acting, which is a starting point for all innovation.

255

00:31:37,520 --> 00:31:39,830

This is also true in business.

256

00:31:39,830 --> 00:31:51,290

Art and creative practises provide new approaches for expanding scientific and economic thinking with each one of our guests.

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00:31:51,290 --> 00:31:58,160

We could go on and on because there were so many points that each one of you have brought up.

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00:31:58,160 --> 00:32:10,160

But good things also have to end. So we are going now to conclude and say that indeed the arts must be woven into the current discourse of economic,

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00:32:10,160 --> 00:32:20,030

ecological and social sustainability. To quote James, once again, without art, the whole idea of sustainability fails.

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00:32:20,030 --> 00:32:31,970

Let us hope that all of our listeners would actually be able to create concrete steps in either in any of their fields in order to support this ideas.

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00:32:31,970 --> 00:32:39,080

The podcast team and I would like to thank our guests, OTV, Telemachus and Pavo for their time,

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00:32:39,080 --> 00:32:43,760

their insights and collaboration in this sustainability series.

263

00:32:43,760 --> 00:33:08,856

And stay tuned for the next topic. Thank you to all of.