Exchange Your Knowledge!
Aarhus University 14 November 2013

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Creativity, culture, knowledge and exchange

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Miners' Strike 1984-5

Photo: Press Association

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Simon Popple
Communication Studies

- Ownership of cultural heritage resources
- Democratic engagement with digital archives
- BBC archives as a creative resource

➢ AHRC/BBC £57k **Open Archive** 2007-8 – miners, police officers, women's groups, local history groups, political activists: critical examination of the record.

➢ AHRC/BBC £16k **Fusion** 2009 – *Strike Stories* film series: participants' own stories.

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Pararchive Project

- Creative Lab / £5k internal – **Pararchive** 2012 –interaction designer, web designer, visual designer: proof of concept.

- AHRC Digital Transformations scheme – **Pararchive** 2013-15 - £600k including 140k for tender by digital technology SMEs and microbusinesses.

London Riots 2011

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Direction of travel

→ *Enablers*

Open Archive &
Fusion

↓

Pararchive

↓

LEAP

↓

EU Structural Funds

caper Creative
Lab via HEIF

LEP / BIS via HEIF

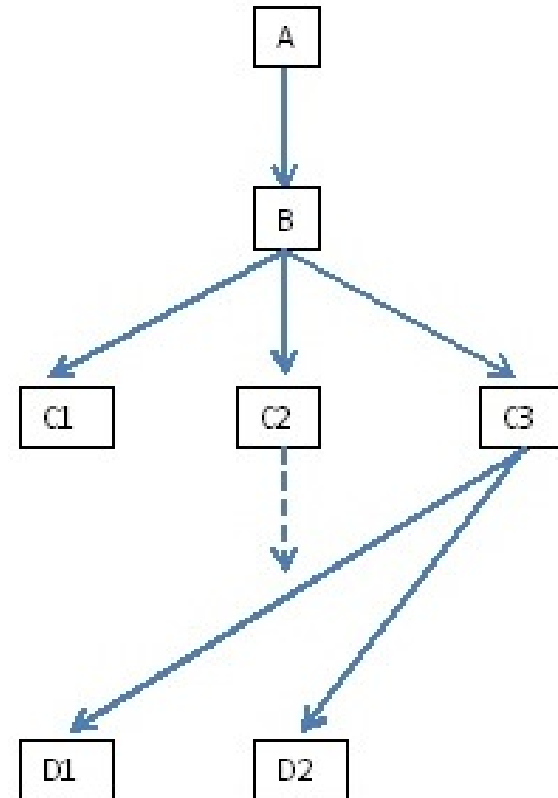**UNIVERSITY OF LEEDS**

Impacts

Community
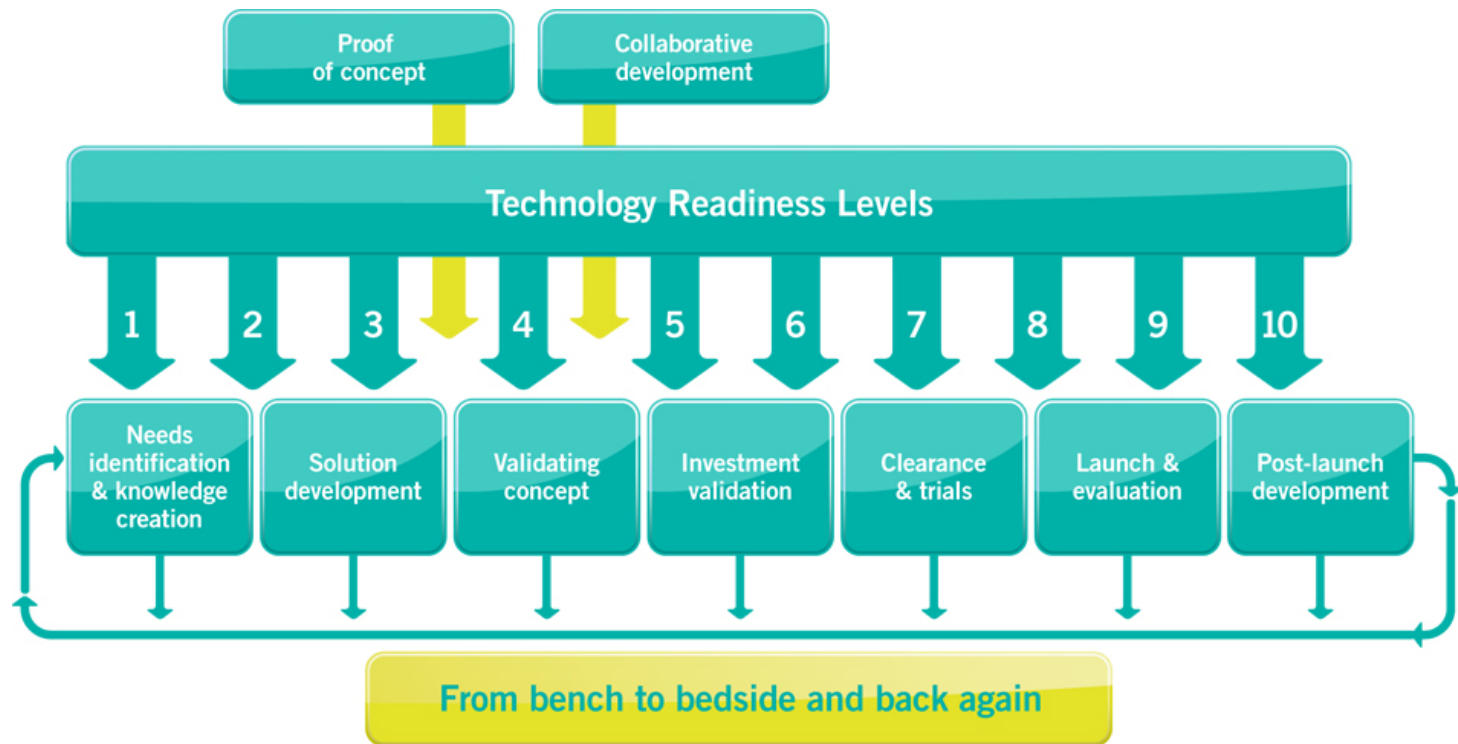
Business

Policy / Polity

Impact trees

Impact models

- Third stream
- Technology transfer
- Knowledge transfer (→ *knowledge sharing*)
- Knowledge exchange
- Mutual knowledge creation
- Knowledge mobilisation (Davies & Nutly)
- Third Mission (Witty)

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Closing the Translation Gap
- Medical Technologies Innovation

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Laermans:
investing in collaboration

Photo: Geoffrey Fielding

underlying logic of the social potentiality animating *project-based* collaborative dance practices

- 'bet on the potentialities of collaboration itself'
- 'always already functioning common'
- 'vastly pluralizes the communal activity'
- 'un-emphatic self-control'
- 'demanding self-reflection'
- obviated by 'instrumental investment logic'
- 'accumulative 'trust cycle'

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Arvdisson - *philía*

social production of immaterial wealth

intangibles – knowledge / brand / flexibility

commons – think / communicate / feel / imagine

↓

channelling 'commonly available, socialised competencies'

Laermans: collaborative entrepreneur

Arvidsson: *philía*

'the ability to give productive organisation to diffuse connectivity'

Burns: Systemic thinking

- complexity - internal / external

- closed system ⟵⟶ notional boundary

- many elements / non-linear interaction / feedback loops / total system unknowable / self-evolving / unpredictable

SpiderCrab prototype

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Working with complexity

- systemic picture of dynamics
- seeing enough ←→ resonance
- flexible boundary-making
- multiple understandings

- dialogue as a strategy to catalyse change

- sometimes action > planning

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Systemic effects in institutions

- **Unpredictable outcomes**

e.g. from 'rolling out best practice'; 'isolating variables'

- **Unintended outcomes**

e.g. rigid performance targets can frustrate partnerships

- **Paradoxical effects**

e.g. over-regulation results in fabrications of performance

Working towards complexity

- Complex systems are '**inherently dynamic and transformational**' ecosystems.

- Fractal nature of linearized organizational cultures
→seek out opportunities for change, **local affordances**

Mobilising knowledge

- Engineering / leaning into complexity
- Systemic thinking
- Deeply iterative knowledge exchange
- Improvised ensemble work
- Negotiation of values
- Reflective practice
- Trust

- Reduction of barriers
- Knowledge sharing management strategy
- Investing in *philía*

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