

**ID: 427**

**Brainstorming presentation (10 + 20 min)**

*Topics:* Contemporary artistic and art educational approaches to diversity and cultural changes

*Keywords:* Circular Economy, Contemporary Art, Cultural Change, Materiality

## **Circular Economy, Art and Cultural Change**

**Onni Taneli Tuovinen, Riikka Mäkikoskela**

Aalto University, Finland; [onni.tuovinen@aalto.fi](mailto:onni.tuovinen@aalto.fi)

We will present a BA level pilot course Circular Economy, Art and Cultural Change: its objectives, theoretical background, its practices and outcomes and social impact. The course is developed 2017-2018 in collaboration with Aalto University and Helsinki University. The pilot is part of a project that aims to establish mutual multidisciplinary study program for Finnish universities around the theme of circular economy. The course introduces and develops strategies of contemporary art and education to deal with complex phenomena of circular economy. The course offers also a platform to problematize the traditional idea of a unique artwork, its materiality, the creative process and its manifestations.

A circular economy originally is a regenerative system in which resource input and waste, emission, and energy leakage are minimised. This was thought to be achieved through long-lasting design and recycling but it has become evident that more radical change of culture, education, values and ways of living is needed. Nowadays the term encompasses more than the sustainable production and consumption of material, goods and services. It includes discussion of the radical intertwinement of aesthetical, ecological and ethical processes and the way we are experiencing them. This way the original idea of materiality extends towards ideas of experiential, cultural and social materials.

In the brainstorming presentation we will give practical examples of the course to trigger professional discussion that would help to develop this pilot further for different kind of learning environments.