



# For Culture to Work as a Strategic Agent of Transformation

---

Lugano Digital Day



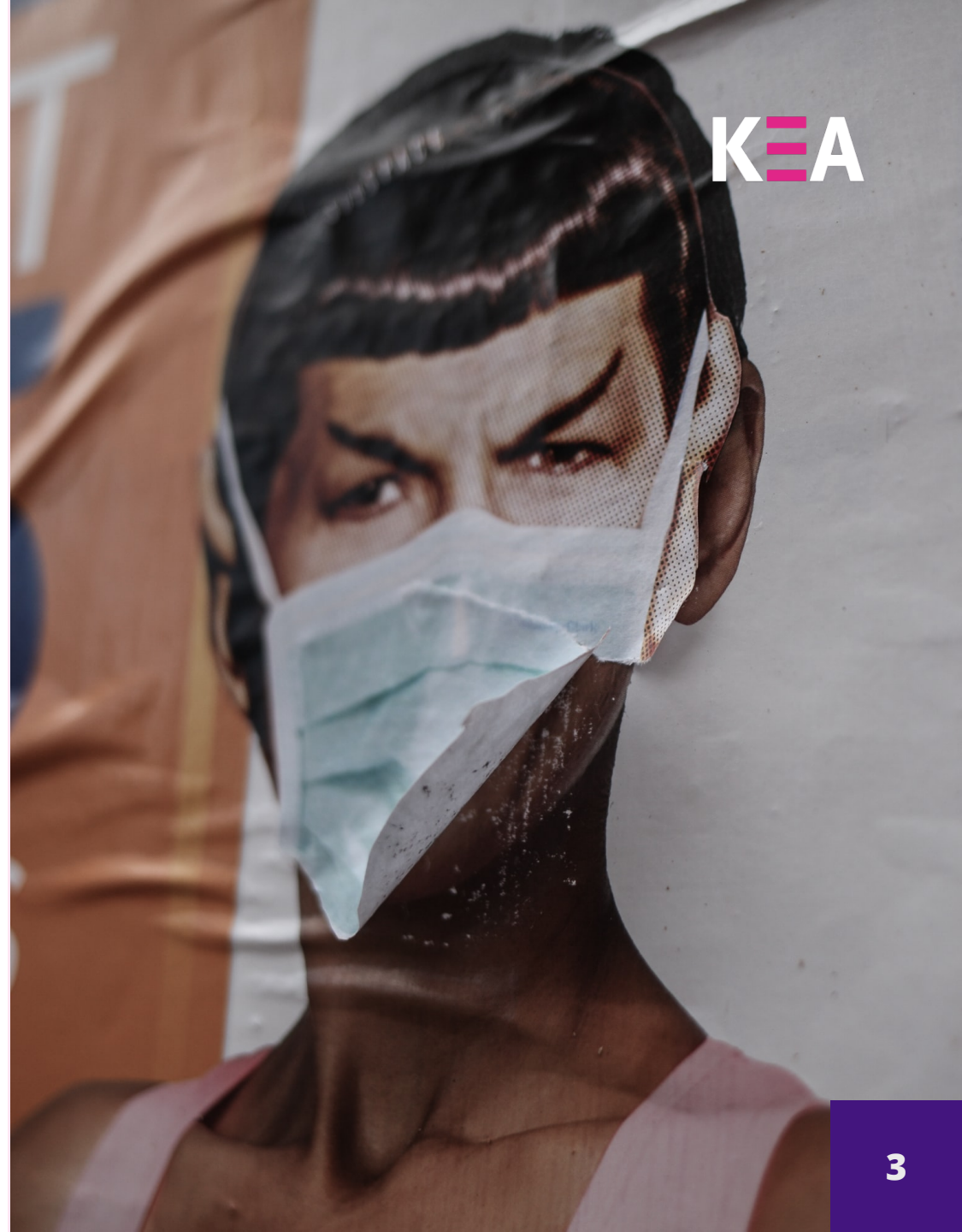


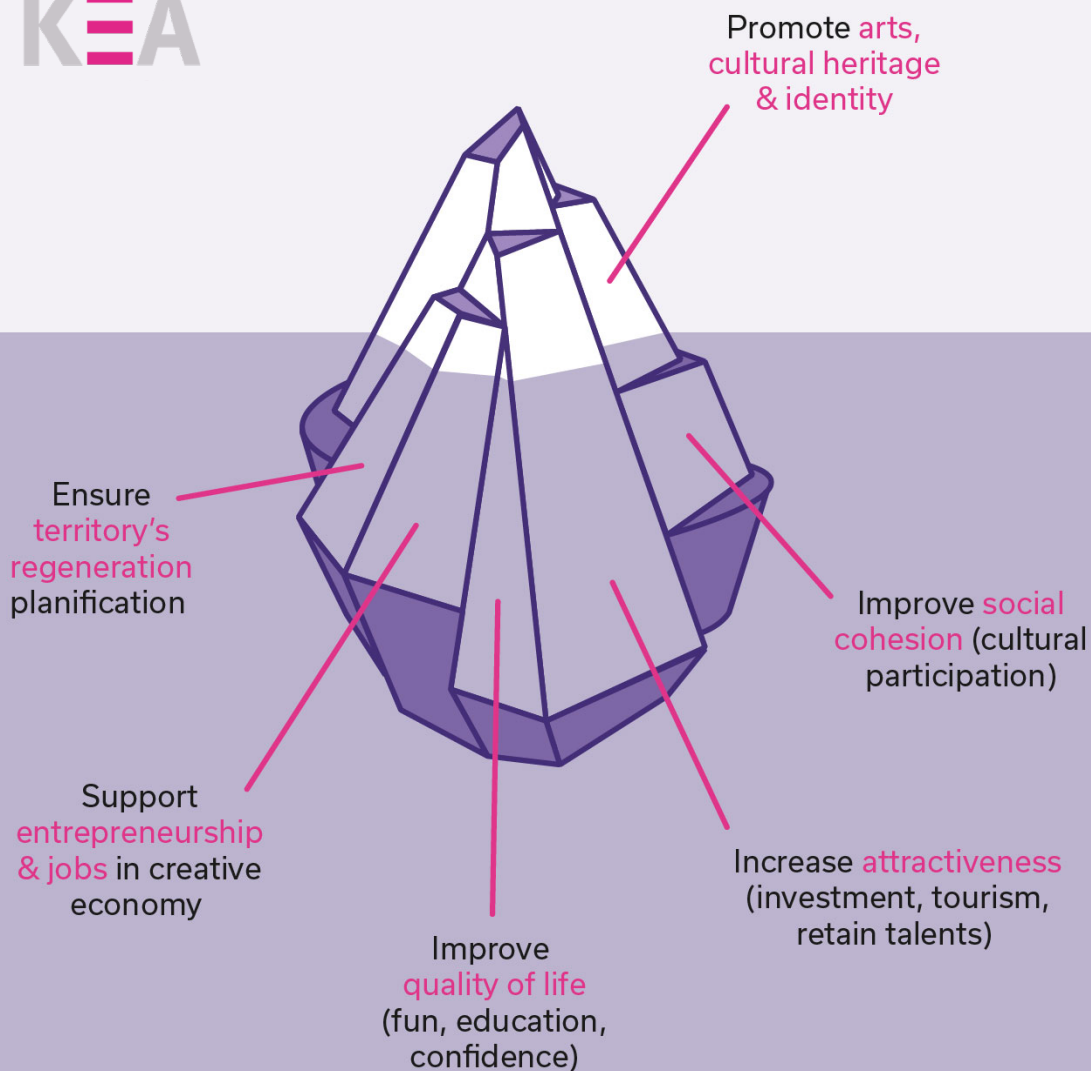
*"Friendship is unnecessary, like philosophy, like art, like the universe itself. It has no survival value, rather it is one of those things which give value to survival."* - **C.S Lewis**



# Culture as a First Necessity Investment

- The world culture has many usages, not much clarity.
- Culture as agent for changes notably to question technology progress, to nourish innovation, to foster solidarities and empathies.





# Culture, a Driver of Political & Technological Transformation

- Culture influences political transformation whether to nourish collective passions or to be critical of political orders (that deny freedom of expression for instance).
- It shapes our values in relation to powerful disruptive technology (genetic, data processing...).
- Culture is everywhere nourishing territorial attractiveness (talent, tourism, real estate, investment) , innovation (digital economy), social cohesion and well-being. Cultural investment is multidimensional.



# Towards a Modern Cultural Policy

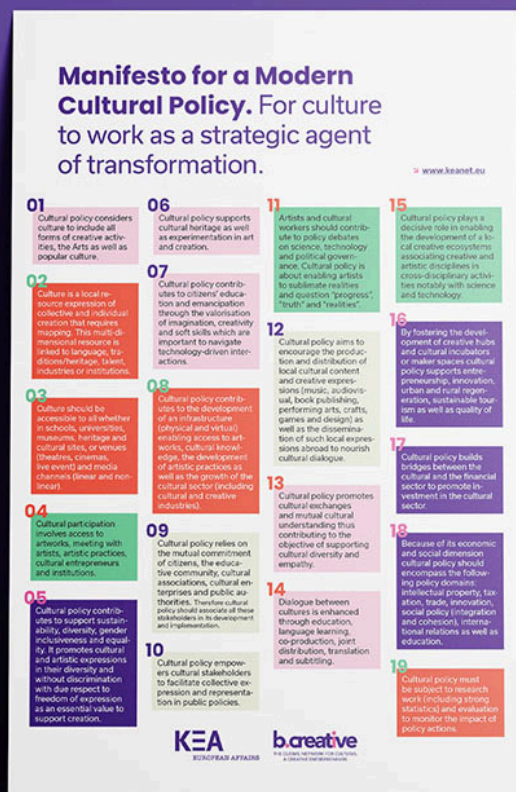
- Cultural policy to adapt to a new world – more urbanized, connected, driven by technology and engineering.
- Cultural agents have special skills and competence to steer new enlightenment and collective will, to imagine the future beyond survival or bureaucratic efficiency.
- Culture as a resource to protect from standardization trends, to challenge technology, *progress* to empower communities, to nurture solidarities across culture.



# The Manifesto for a Modern Cultural Policy

Priorities to address challenges:

- **Mobilise** culture agents to drive global cooperation and solidarities.
- **Acknowledge** acceleration of behavioural changes (future generation).
- **Adapt** policies to the digital shift (scale and international).



@KEAtweets

# Culture and Digital – an Essential Partnership to be Fostered

11

Artists and cultural workers should contribute to policy debates on science, technology and political governance. Cultural policy is about enabling artists to sublimate realities and question «progress», "truth" and "realities".

15

Cultural policy plays a decisive role in enabling the development of a local creative ecosystems associating creative and artistic disciplines in cross-disciplinary activities notably with science and technology.



EUROPEAN AFFAIRS

*20 years at the service  
of creativity & culture  
with passion!*

## Philippe Kern

Founder & Managing Director at KEA



**[www.keanet.eu](http://www.keanet.eu)**

