INNOVATION AS ART

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Learning by creating, in the process of idea translation, is the most fundamental form of learning of all.
This form of learning is hard to adapt to traditional methods of education – and makes contemporary needs for teaching creativity hard to practically realize.
We have developed a kind of “Bauhaus” creative learning program over the last ten years working with high school and university students in the USA, Europe and Asia.
At the core of this learning program is the cultural center in Paris, called Le Laboratoire, a kind of ‘artscience’ lab, where experiments in the arts at frontiers of science are performed and exhibited.
Around Le Lab is a network of labs that form a kind of a **funnel** of innovative ideas …
In the last several years various **for-profits** and **not-for-profits** have started on three continents …
Many of the ideas relate specifically to technological, cultural, and healthcare problems and opportunities in developed countries or to problems and opportunities without geographical focus.
Others relate to technological, cultural, and healthcare problems and opportunities in developing world countries …
The basic learning tenets...
We translate ideas every day in a kind of “idea impact” space.
We achieve significant impact – or innovate – by translations that are rarely straight.
‘Forks in the road’ can kill idea development. We don’t know where to go. We may feel confused, humbled, even embarrassed.
Some love these periods of crisis. They learn most by them. Eventually they move ahead by a process of creative thought that is surprisingly common across disciplines and cultures.
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To appear this fall
In the Idea Translation Lab students are encouraged to dream and to analyze, the art and science of innovative thinking, through ‘seed’ ideas that they develop and ‘exhibit’ before progressively larger publics.
In one case, recently, students began thinking about how to light London. Then they thought of Africa. They won a World Bank Prize competition. They traveled to Tanzania, then Paris. Most recently Dublin…
In another case, students were asked to think about inhaling food. This led to Le Whif. The students participated in the first exhibition of Le Whif at Le Lab in the spring of 2008. On April 29, 2009 Le Whif launched commercially in Paris. Recently it has started to appear in stores around the world.