



forum for creative europe prague 2009

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What Makes the Wealth of Nations?

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Oh, when we still made things...

From *Things* to *Thinks* to *Non-Thinks*

- 1) *Mining Things (gold, oil...)*
- 2) *Making Things (Manufacture, cars, comp)*
- 3) *Servicing (banking, customer services)*
- 4) *Thinks (solutions, management, market access, being there)*
- 5) *Brings (communication, internet, entertainment)*
- 6) *Links (providing space, creating and being at the i-nod)*
- 7) *Non-Thinks (creative, design, appeal, entertain)*

<p>Mining Things (gold, oil...)</p>	<p>Having it there (earth)</p>	<p>Geographical luck Geographical position Infrastructure</p>
<p>Making Things (Manufacture, cars, computing)</p>	<p>Making it there (machines)</p>	<p>Ford-T skill, craft, engineering Automation, manufacture</p>
<p>Servicing (banking, customer services)</p>	<p>Facilitate (people)</p>	<p>Retail People approach, understand needs, Originally local, now most often kvasi-local</p>
<p>Thinks (intellectual property, management, software)</p>	<p>Systematize (Ivy league people)</p>	<p>Microsoft, McKinsey High-added education, Mathematicians, programmers, lawyers, accountants</p>
<p>Brings (communication, internet)</p>	<p>There is there no more (Sillicon valey, innovate)</p>	<p>At&T, Internet providers, phone companies, TV Distance & time collapses Makes servicing kvasi-local (ex: India service call centers, accounting)</p>
<p>Links (position, information filters)</p>	<p>Being there (all people, network, adverts)</p>	<p>Google, YouTube, FaceBook, LinkedIn Being at & creating the crossroads and nods Lingering at the crossroads - winner takes it all No dominant need to defend the "strongholds"</p>
<p>Non-Thinks (creative, design, appeal, entertain)</p>	<p>Being elsewhere (artists)</p>	<p>Not being (lingering) there but (always) elsewhere Beautiful and rare, non-repetitive Emotions, left-brain side, non-computerized, non-engine-ier-like</p>

material

specific

position

non-copy paste

robust gains

alternated

intellectual

abstract

acceleration

copy-paste

flickering gains

human

emotional

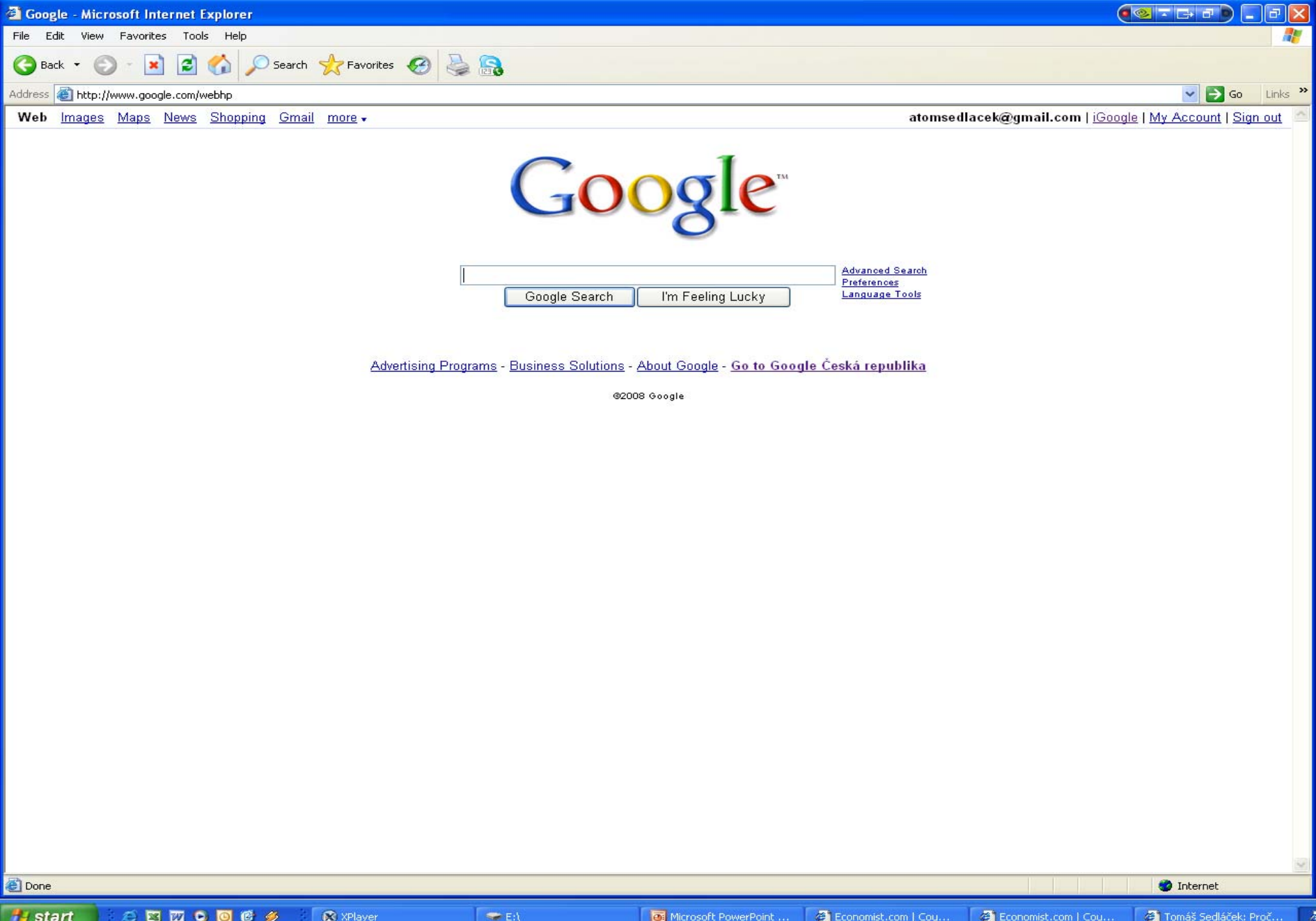
What matters

Characteristics

- Matter
- Auto-mated matter
- Quality of matter matters
- People matter
- We think - matter does not matter
- Thinking does not matter

Main actors

- Crude Matter (Fysiocrats)
- Engineering (Smith, Marx)
- Precision/quality
- Network/psychology/sociology
- Intellect/education
- Emotions/anima spirit (Keynes)



Google Search

I'm Feeling Lucky

Advanced Search
Preferences
Language Tools

[Advertising Programs](#) - [Business Solutions](#) - [About Google](#) - [Go to Google Česká republika](#)

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Microsoft vs. Google

Microsoft

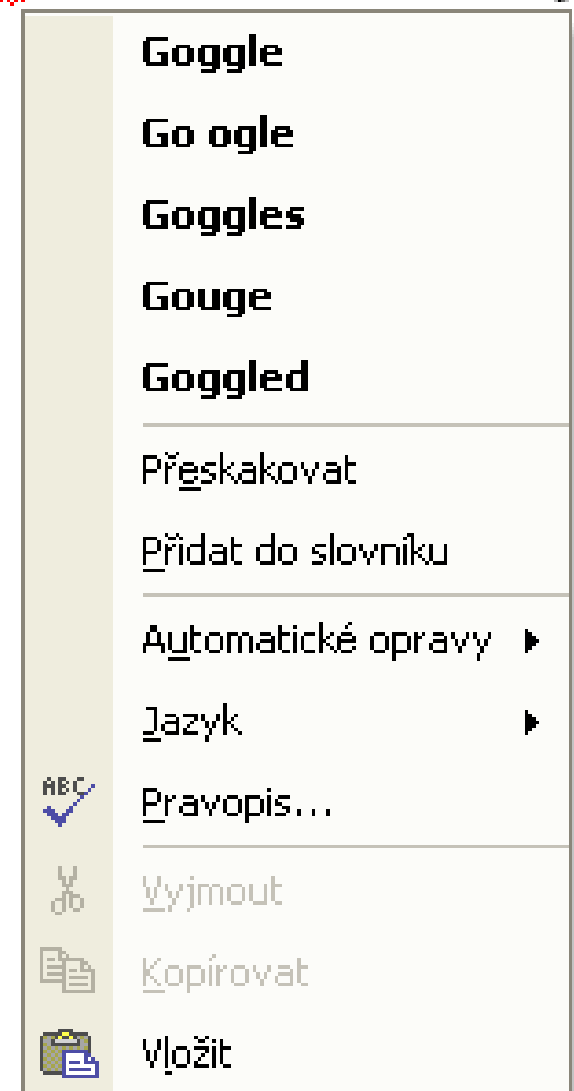
- Offers soft(copy) instead of hardware (non-copy)
- Earns by selling to costumers
- Sells: licenses, lives on exclusivity, defense of inteltectial property very imprtant, protects all uses from using it
- Lives off computers (internet not necessary to its survival)
- Expensive. Guarding the gate (open source problem)
- Endangered by spontaneity
- Relies solely on Microsoft-employed people (closed source)

Google





- Offers search (non-copy), soft is offered on-line for free
- Does not sell anything to customers
- Sells: being there, attracts all users, cross-roads, invites all. Free good. The more used the roads are the better
- Lives of internet, computers are not necessary to its survival
- "Pro bono" appearance (the stuff for free approach)
- Spontaneous
- Relies on Google employed people (open source) the better

like wikipedia.com
like youtube.com

Microsoft XP does not have Google in its dictionary.



A screenshot of a Windows XP context menu for the word "Google". The menu is displayed over the word "Google" in the text above. The menu items are as follows:

- Goggle**
- Go ogle**
- Goggles**
- Gouge**
- Goggled**
-
- Přeskakovat
- Přidat do slovníku
-
- Automatické opravy ▶
- Jazyk ▶
-
-  Pravopis...
-
-  Vyjmout
-  Kopírovat
-  Vložit



Where is value?

- ... usage of the knowledge (wisdom) does have maximum value
 - Abstract thinking, models, random associations, linking un-linked,
 - non-memorative education
 - left side of the brain skills
 - Arts, creativity
- Information – same access to all -> creation
- Culture – impossible to copy -> usage



When we need what is Human

- Play
- Creativity
- Spirit
- People
- Contact
- Atmosphere
- Color



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... and when we did NOT need creativity



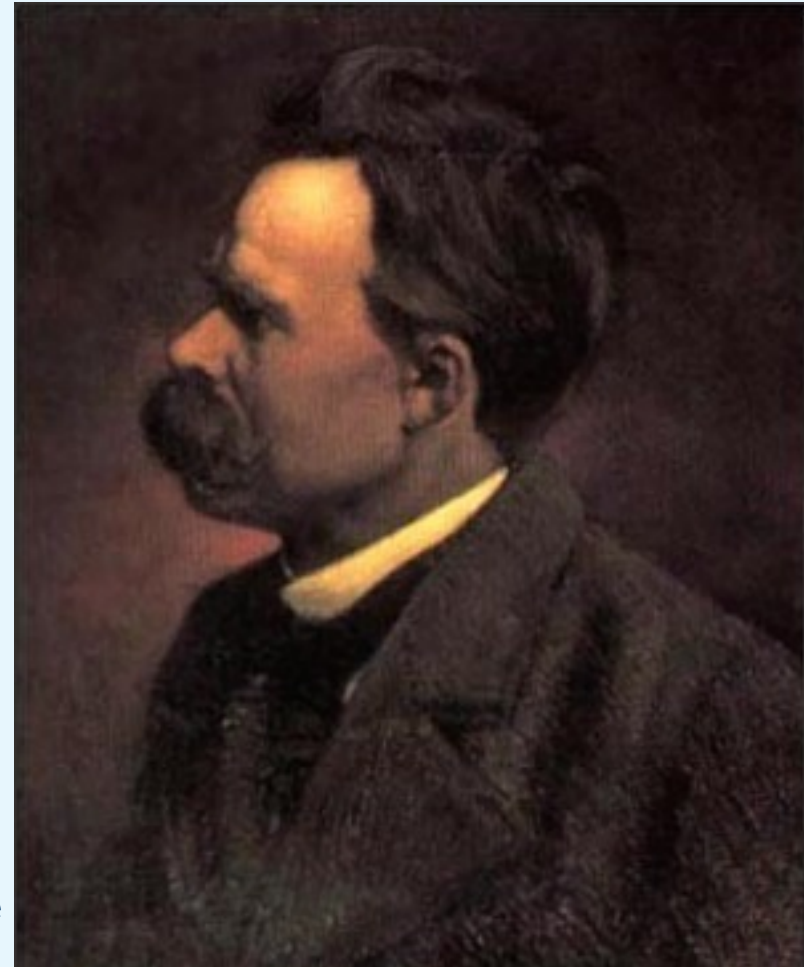
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Nietzsche: The Age of a Child

Three ages of human spirit:

- **Camel:** bears his life and suffering, who puts up with his past and the customs of his nation; he does his duty. He is serious, stoical, and long-suffering.
- **Lion.** The lion rebels against his past, his situation, his culture, the circumstances of his life. He attacks the burden. He is a harsh critic of traditional values. He does not attack the past arbitrarily; he attacks it because he suffers from it.
- **Child.** The child is one who no longer rebels. He turns joyously toward life and embraces it, with a new found innocence. He says "yes" to life, despite its apparent injustices and absurdities. He possesses "joyful wisdom." This is the standpoint of the artist ...





Thank You for Your Attention

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