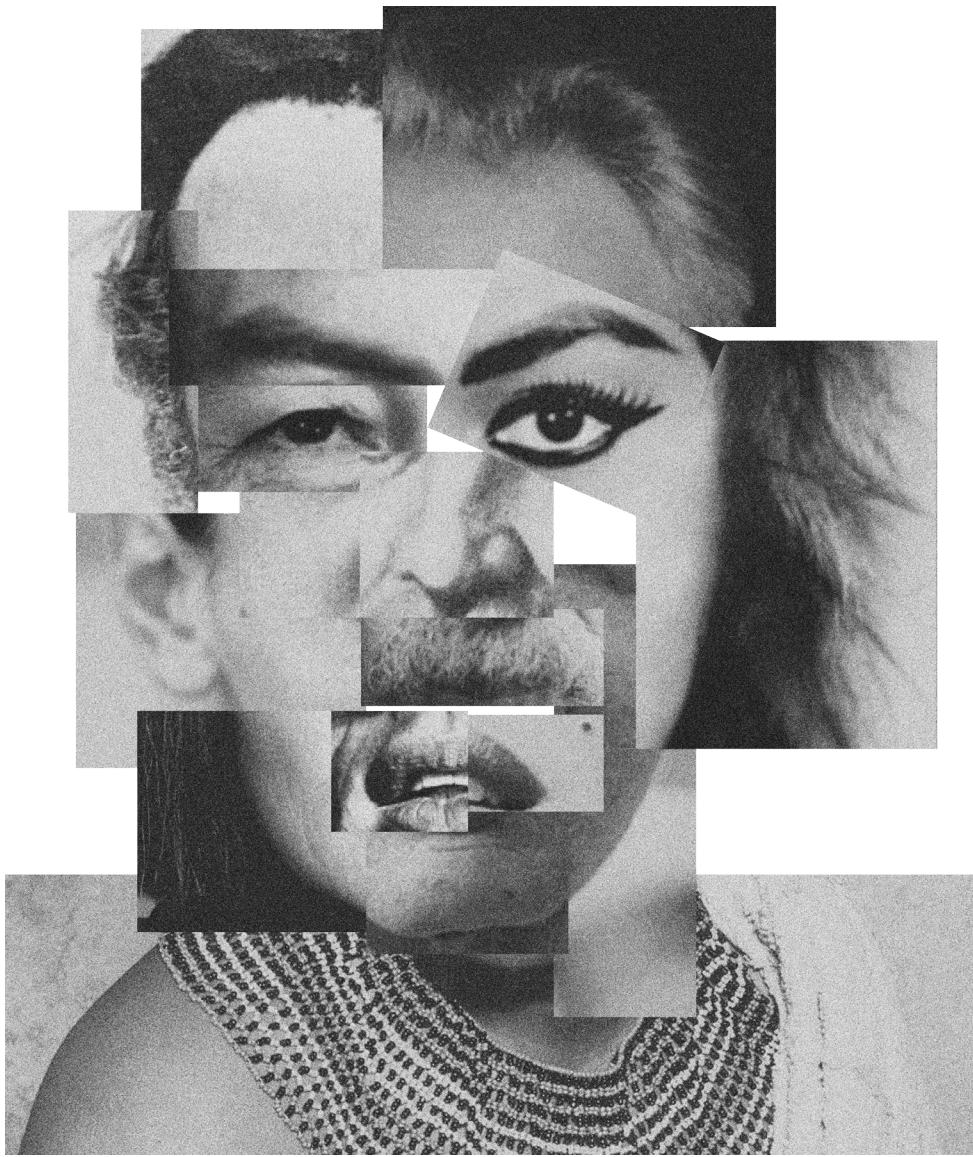


This is a profile dossier of today's Creators. How do they work; what do they do; what do they need? This dossier has been complied based on an expert meeting with participation of 40 professional creators from 10 European countries; organised by New Heroes at the Rijksakademie Amsterdam.



**The Creators** are always in dialogue, sharing and gaining inspiration and information. They are always on the move and in action; constantly drawn to and connected with other thoughts, other morals and other cultures. They are researchers, problem-finders and solvers.

They are not only architects, musicians, poets, or actors - they create more than themselves, or their products. They create colour. They create the space in which everything is possible - in which there is room for debate, for love and for differences. They push boundaries of

preconceived notions. They try to stay autonomous while running a collective of creative like-minds. They look for encounters with different thinkers and unlike-minds.

They are critical towards themselves, their audiences and their colleagues. Though so-called **Artivism** is a dirty word, opening eyes and creating a space to open hearts is a necessity.

According to **the Creators**, it is about the process. A product is merely a thing, and a thing is nothing without the why or the how it was created, or the how and the why its underlying ideas evolve.

**Practical Operations:**

*foremost daily tasks are to:*

- connect people, ideas, and professions; not to think in restrictions, but in possibilities;
- have talks, being out there, knowing what the community wants, has, and is in desperate need of;
- give workshops, have meetings, make important phone calls and less important phone calls, have discussions on conceptualising processes;
- Skype with funding-partners, to write applications, and create manifestations;
- deal with the identity-crises of the city, and head in to speak with multiple personalities.

**Idealistic Operations:**

*in their work they strive to:*

- create a certain balance.
- imagine alternatives — trying to push change; shock or surprise.
- plant seeds; the chef more literally than the musician.
- lift barriers, sometimes even by creating them.
- reinvent, and rethink capitalism; they do not want it in its current model.
- use art to communicate the most important messages.
- keep young adults in the cities and build new infrastructures.
- be honest with citizens, being the New Journalist — asking ethical questions, and not giving the answers that are wanted.
- make everyone feel welcome — no exceptions.

**Necessary Change:**

*to get to where they want to be, they need to:*

- understand branding.
- evolve — change cameras, change ideas, look further and gain knowledge through research.
- create a healthy environment to work in.
- do politics. Not in the classical form, but they need to acknowledge the role of culture and politics.
- have a broad view, be aware of cultural, social and political standards within the community.
- see that politics itself doesn't make this community, but branding does nowadays.
- be interdisciplinary, multidisciplinary or transdisciplinary, not only to be the maker, but also the researcher, the inventor, the stitcher and the seller.
- combine the things that make money to earn money so that projects that nobody would fund, get done anyhow.
- find both worthwhile. When it comes to financial sources, they must also look further and gain knowledge through research.
- share, to be curious, to be critical and to at all times know what they are doing.
- be inconsistent.

**Pitfalls:**

*they shouldn't:*

- get a fulltime job.
- be on The Social Network - they should find themselves a real social network.
- be afraid of other cultures.
- be cynical, they should face their art as an adventure.
- focus on consumerism.
- bend too far for financial support.
- be lazy or dependent.
- be consistent.

# Department of Systems Maintenance

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## *Re:Creating Europe*

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### Dreams:

The creator dreams of a cohesive network of difference. Of artistic farms, and at the same time of different ways of ruling the world. They wants to build bridges, from city to city and from city to deprived districts to the Upper East Sides. They dreams of equal capacities for all countries, of the same financial means and a Basic Income.

*Dreams*