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Of extreme speed cars, light transmitting concrete and Europe 2049

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Participants original from 23 countries attended the IncredibleEurope Summit on 29 June in Vienna. Design legend and mastermind Luigi Colani gave a thought-provoking but very inspiring presentation. A very valued contribution to the event was provided by Mr. Aron Losonczi from Hungary, who spoke in his capacity of LiTraCon inventor, but also highlighted his role as an Ambassador for the European Year of Creativity and Innovation 2009 (© text and photo: incredibleeurope.com).



The aim of this interdisciplinary summit was to inspire anti-cyclic action, enable learning from our diversity and spark visions of Europe 2049. KR Brigitte Jank, President of the Vienna Chamber of Commerce and Industry supports the idea: "Yet for me, it is not about the pure commercialization of creative output. Instead, the goal is to bring creatives and businesses together as equal partners and to stimulate an interdisciplinary discourse."

"The current economic situation requires our readiness for change, while at the same time, global competition demands a clear positioning of the European continent", says Summit Initiator Selma Prodanovic of Brainswork on the motives for the IncredibleEurope initiative.

Among the masterminds that participated there are: Ambassador to the EU Year of Innovation and Creativity, Hungarian Aron Losonczi; Bled School of Management Founder, Professor Danica Purg; award winning designer Mirko Ilic; World Economic Forum Young Global Leader 2008/09, Suhas

Gopinath, world-famous violinist and cultural Ambassador Miha Pogacnik; and design legend Professor Luigi Colani.

One of the key points on the programme was to try and think of concrete steps Europe needs to undertake to lead global innovation and creativity by 2049. Out of the 905 ideas generated within minutes in the exercise, the following were the key issues outlined by the participants:

- Europe's traditional culture is a major asset and inspiration for every field - from business to politics
- European houses should be as affordable as cars, trains as fast as planes
- Europe needs brand new transportation: electric cars and better public transport
- Politics: stop struggling for today's interests and start solving tomorrow's challenges
- Green is the new black. And pink the new white. (And the World isn't just green and pink)
- Europe must push for quality. Not speed
- Less hierarchic thinking for more innovative doing - the trainee manages the company for a day
- Europe needs European role models recognizable in and beyond the continent
- Europe needs European networks driving for change
- New education - which strongly appreciates and embraces difference and diversity, learning from other Europeans and learning from our children
- Believe in ourselves - and in our shared, European identity. Fear can ruin any idea: optimism is a key element of leadership.

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