

## **Intuitive Processes, Events Philosophy, Artistic Inspiration – Towards a Virtuality-based work culture?**

### *Abstract for*

New Frontiers in Arts Sociology: Creativity, Support and Sustainability  
4th Interim Conference of the ESA Research Network Sociology for the Arts  
Lueneburg and Hamburg (Germany), March 28-April 1, 2007

### **Oleg Koefoed**

Ph.D., Philosophical Creator

Gravitations Centre for Action Philosophy, Copenhagen

Visiting Lecturer, Copenhagen Business School and University of Copenhagen

Mail:

Gravitations Center for Aktionsfilosofi, HV Ravn, Masteskursvej 1Z, 1437 København K, Denmark

E-mail: [oleg@gravitations.org](mailto:oleg@gravitations.org)

### *Abstract*

In the work environment of the early 21<sup>st</sup> century, it is possible to encounter very different forms of cooperation cultures, work ethics, or work space politics. If you enroll in a project in 2007, you may be confronted with accrediting systems that will monitor every breath you take, tracking possible improvements in quality that you are unable to see yourself. But you may also enter into a process of being stripped of any historical achievement and hierarchical status, in order to prepare you optimally for a creative process.

These differences are hardly surprising, given the multitude of differentiated subsystems of working methods, HR policies, etc., that are at work in the world today. What is a true challenge, however, is to detect tendencies towards inventions within these differentiations that may come to play a more substantial role in changing relations in the work place, visions for work and life, or the politics of managing human (and non-human) actors in work processes, on a larger scale.

Such tendencies would have to, apart from a great number of social, economic, and political conditions, contain elements that substantially renew the culture of work. To identify such tendencies and such elements is of course a huge task, which I will by no means claim to have fulfilled. What I will suggest, however, is to present a synchronicity of elements that, viewed in conjunction, anticipate a work philosophy that is radically different from the dominant forms of the 19<sup>th</sup> and 20<sup>th</sup> centuries.

The three elements that I will focus upon are gaining increasing attention from workplaces today: one is the interest in artistic processes that are being explored, especially, for their promises within a higher efficiency in creativity and innovation. Another is the focus on the development of events that dominates the rise of what is being called the experience economy. This focus may very well be in search of easy and higher profits, but on the way it has to stop by a greater understanding of the philosophy and sociology of events (the evental). Finally, I will look upon the interest in intuitive processes, growing in many sectors at once, from software development to customer care in the banking business. It may very well be said for all three elements that they are furthering and demanding a renewed conceptual effort: new concepts of artistic creation have been on the way for decades, but the same may not quite be said for the understanding of events or intuitive processes. This strengthening on the conceptual level will be necessary for a further exploration of their importance, alongside projects that research into the practical implications of working with events and intuitive processes. These projects are already being undertaken, and I will attempt to give an idea of some of them in my discussion. What they have in common is, among other aspects, a focus on the necessity of sharing, to the level of truly challenging any notion of intellectual property or maybe even of individual competencies.

A further point of consideration, however, is whether we may see a sketch of something like another culture of work, along dimensions of power, creativity, discourse, and organizing. The paper will contain a tentative sketch of what I will call a work culture of virtuality, offering itself supplement, if not replace, the work cultures of classification and potentiality, central to the development of industrial and democratic workplaces. Such a development would involve a huge amount of insecurities and unpredictable processes, as well as heavy negotiations of power, possession, and dissemination, within such a new 'culture of work'. This is just a brief, introductory exploration, which will form the point of perspective of the paper. It will, of course, not be based on end results, nor even substantial research, but on a combination of conceptual sketches, 'virtual empiricism', and case examples from real life out there.