

PROJECT IDEA KNOWLEDGE 2010

Launch of a Think tank for change .



Paradise Portal in Florence- Italy

Think tank about seeing what we think and when we want to improve the quality of life in order to increase knowledge for surviving and evolving in contemporary human kind. Then the fundamental goal of the "Knowledge 2010" is to become conscious that without enhancing creativity and changing the old mechanical knowledge, the growing collapse of whole natural and environmental resources, can become in short time a disaster for future living system.

First Phase; searching for partnership and supporters .

- Starting from the above mission the EGOCREANET//LRE//ON-NS&A IDEA will be to develop the "**Knowledge Project 2010 in Science and Art**" towards searching for a new sharing method for building up transdisciplinary knowledge to solve the problems of the transition from the industrial society to the future knowledge economy.(1) -
- The **K-2010** knowledge strategy will be organized for preparing people to understand the deep conceptual roots of the contemporary dangerous development, through a reflexive methodology, (driven by ICT world wide interactivity) for changing ideas and renewing knowledge both in contemporary art and science. (2) - The focus of this preliminary proposal on the theme "**Knowledge Project 2010**" (**K-2010**) is to facilitate people ability to share in ICT creative contents of *knowledge & development*, working on a reflexive method to stimulate new ideas in order to become capable of correlating Research and Enterprise in a new dimension of "post-industrial society " focused on the progress of the "science of life". The contents of his action will be multidisciplinary and focused by a deeply reflexion on the relationship between contemporary Science and Art. (3)
- In spite of this **K-2010** endeavour, the present stage of technical development, and scientific and economic production, tends all over the world , to enhance the technology and its transfer most that improving science, with a result of promoting innovation as support of obsolete cognitions, rather than to favor the change of the existing reductionistic paradigm and to built up creatively a new world view, to overcome the narrow dimension of mechanical science through an conscious "*think tank*" driven by the scientific imaginary coordinated with the contemporary artistic intuition.
- In particular, a section of the project called **<K 2010 -Nutra-Science>**, would integrate research in Nutrition (on the basis of recent findings Nutrigenomics science) with the innovation in manufacturing and food- Agriculture, aiming to improve the production of bio-active molecules, with an high nutraceutical value. (4) This section will take into account as food-science may become an expression of natural art, in different cultures, and how art could be considered a contribute to change scientific paradigms in nutrition and well being of life.
- In this phase of searching partners , LRE/EGOCREANET proposes to join the **K-2010 project idea** for enhancing a fruitful "**open science & art world -wide community**" and improving international cooperation .For this scope we ask to share with any potential partner ideas and resources , and to put forward suggestions and to analyze these proposals together, aiming to find an effective development of science and art integration by the year 2010.

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Biblio- On -Line. (in Italian)

(1)- see preliminary debate in Italian on the Blog : <http://www.istitutoinnovazione.org/>

(2)- http://www.edscuola.it/archivio/lre/progetto_conoscenza.pdf

(3)- see preliminary dialog on facebook :

<http://www.facebook.com/topic.php?uid=48615882845&topic=11421>

(4)- **Nutra-Science** :<http://www1.unifi.it/dipchimica/CMpro-vp-212.html>