

# Natural Environment of Art & Innovation

Art & Culture driving transition

**PACESETTERS - LAB Genalguacil – Joe Lockwood**

EU Rural Pact - Good Practice Webinar May 22, 2025











# The Genalguacil Experience

Arts, Culture

Nature, Heritage

Creative Confidence ...





# 1994



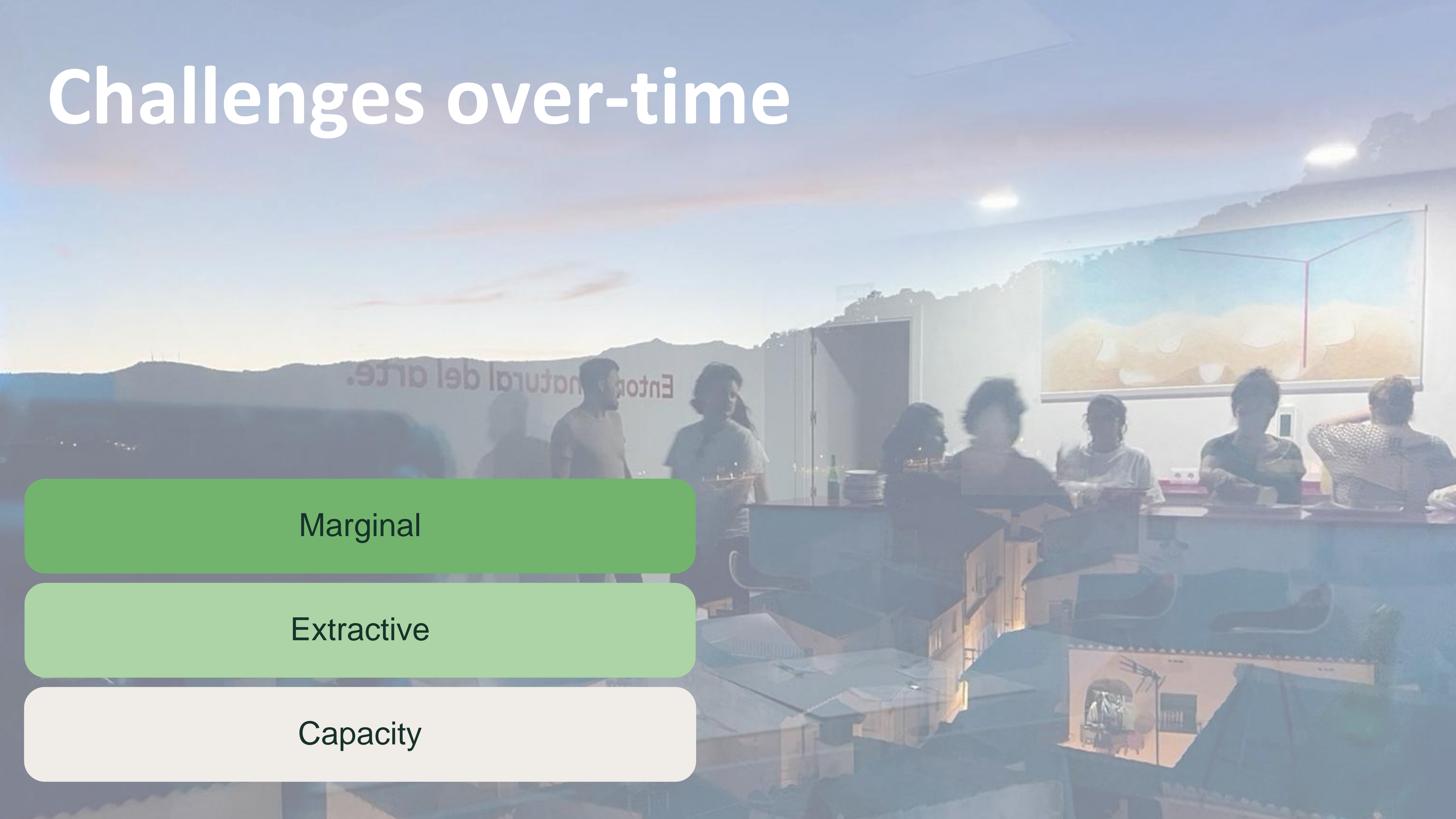
# works in progress

# Challenges over-time

Marginal

Extractive

Capacity





# Flip to opportunities



Complexity

Collective

Care





everyday  
lives



# Reframing Innovation, where we least expect it

We explore new ways of doing things:

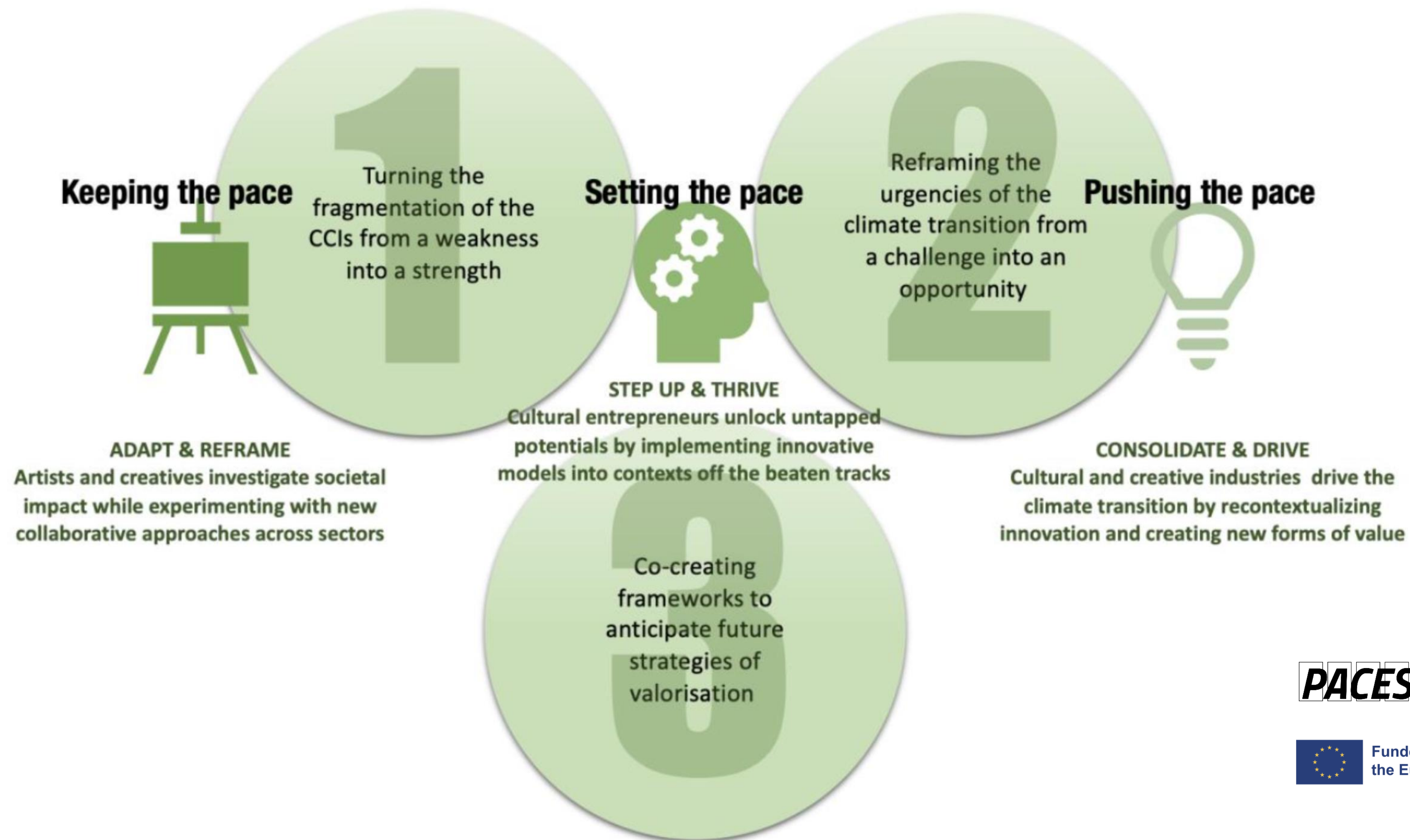
Generative

Decentralised

Justice







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the European Union





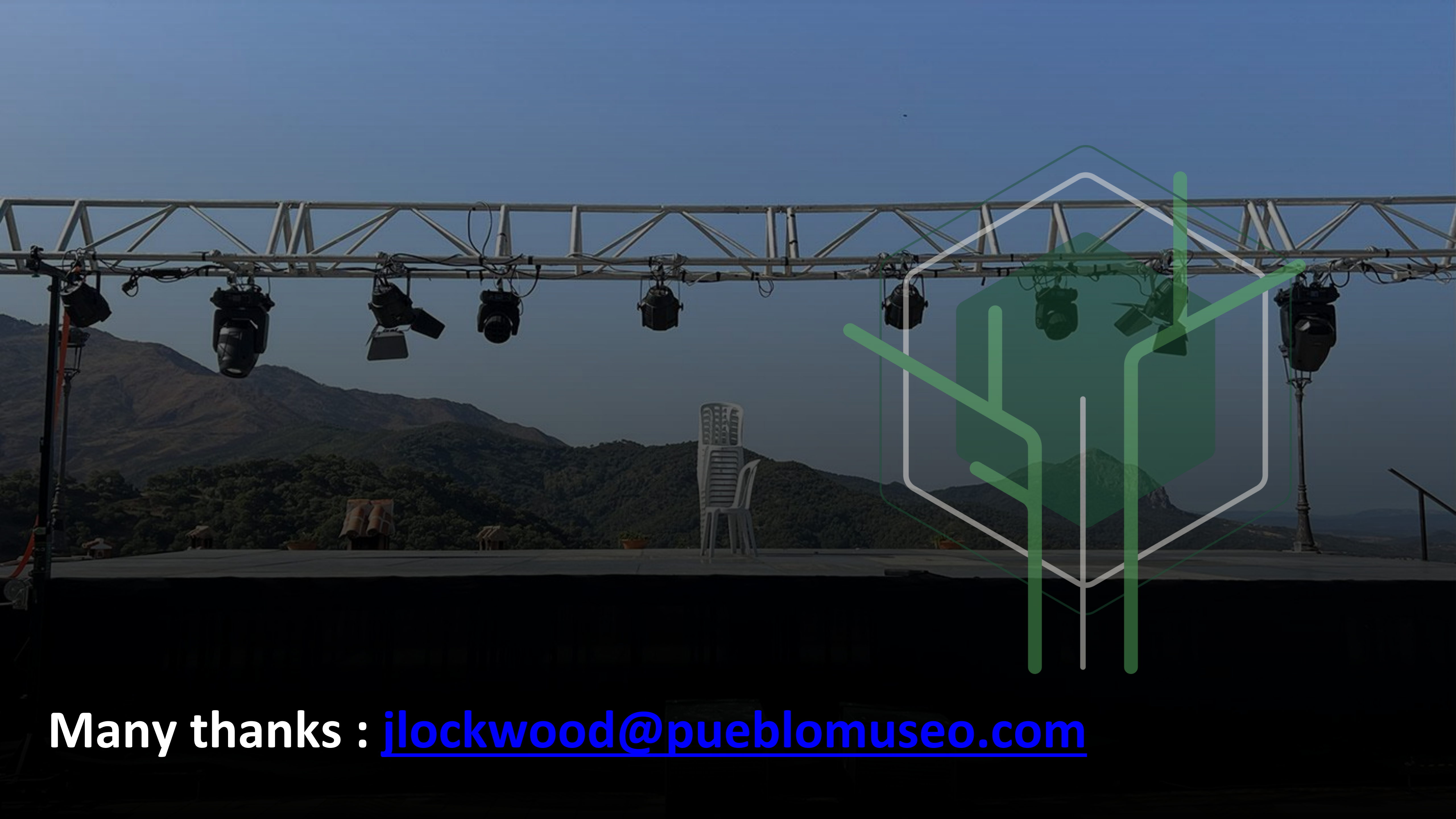
# Work in progress ...

Ownership

Governance

Temporality





Many thanks : [jlockwood@pueblomuseo.com](mailto:jlockwood@pueblomuseo.com)



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