Natural Environment of Art &

Innovation

Art & Culture driving transition

PACESETTERS - LAB Genalguacil – Joe Lockwood

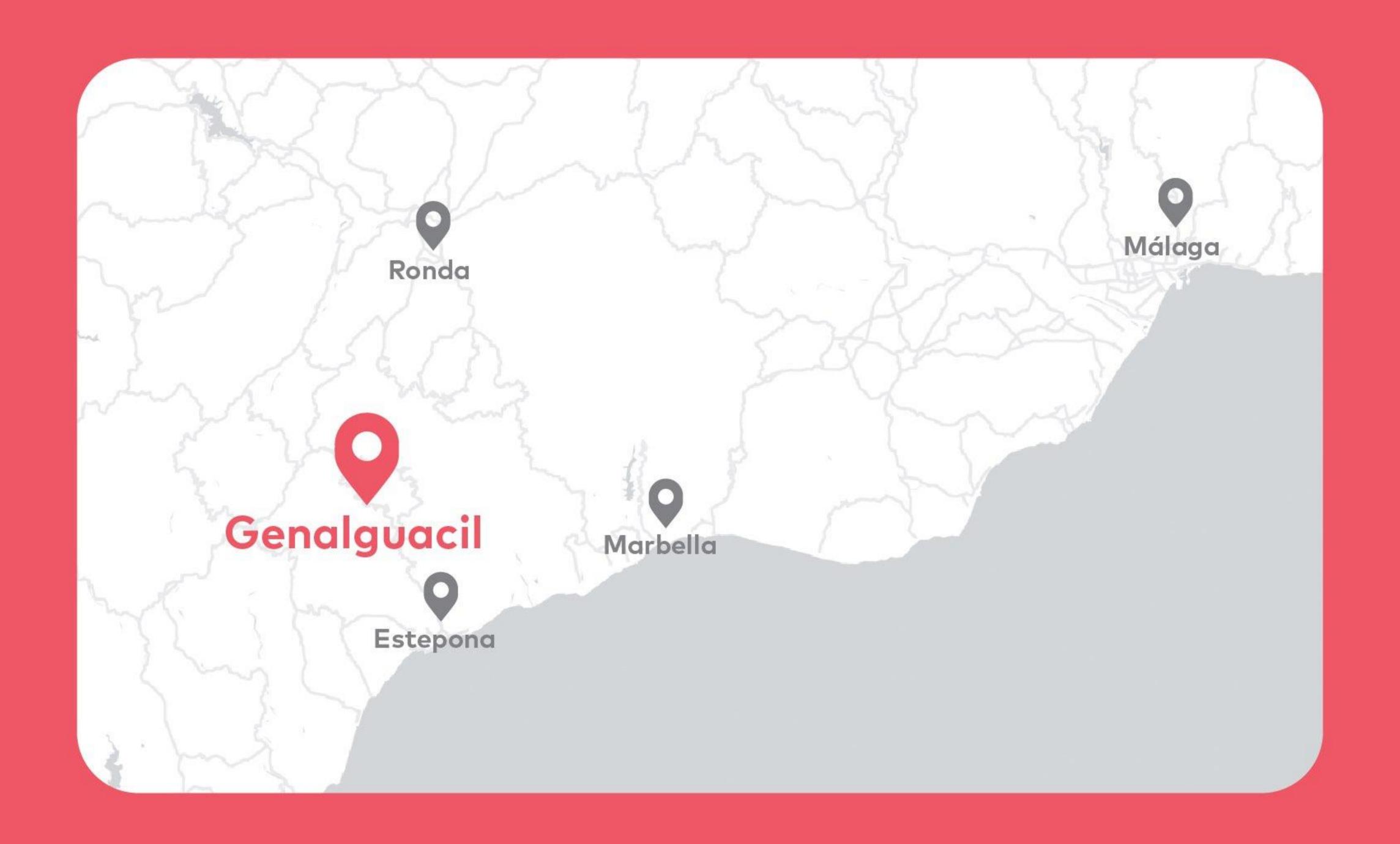
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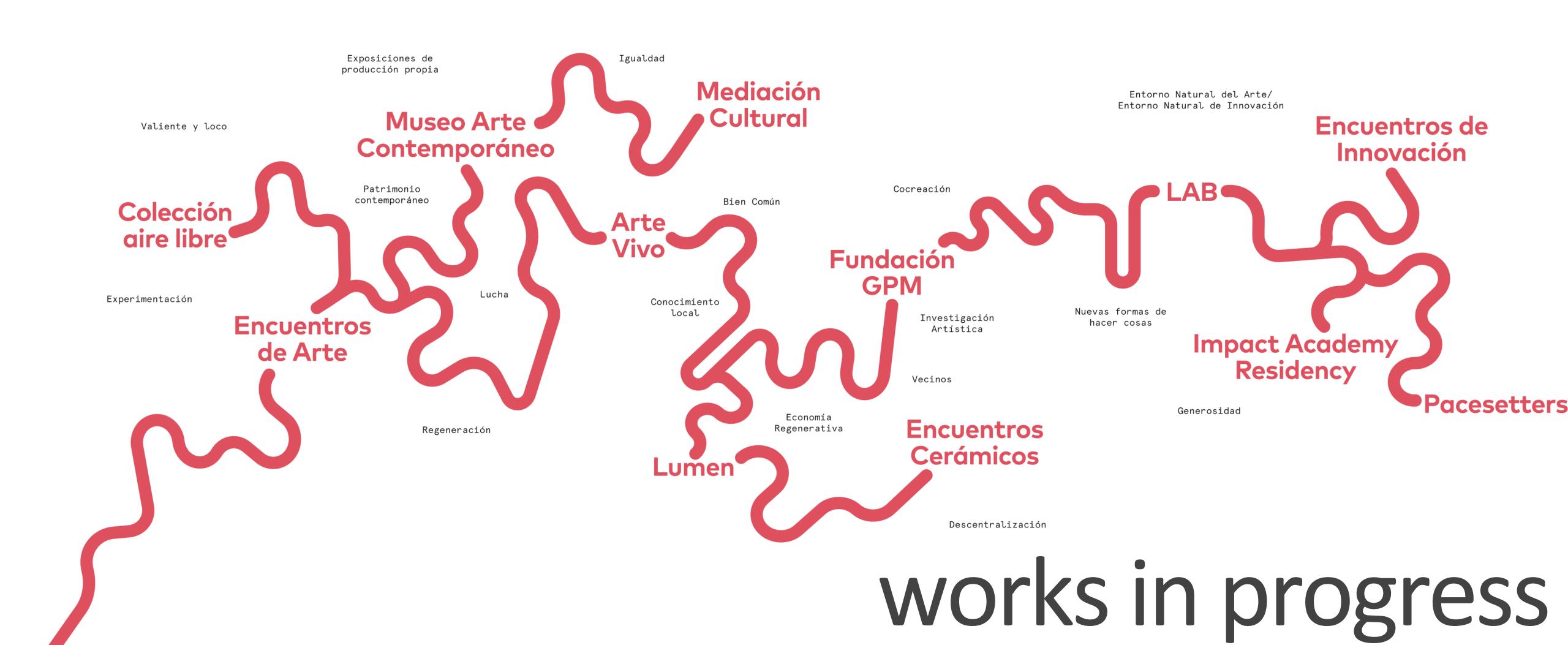


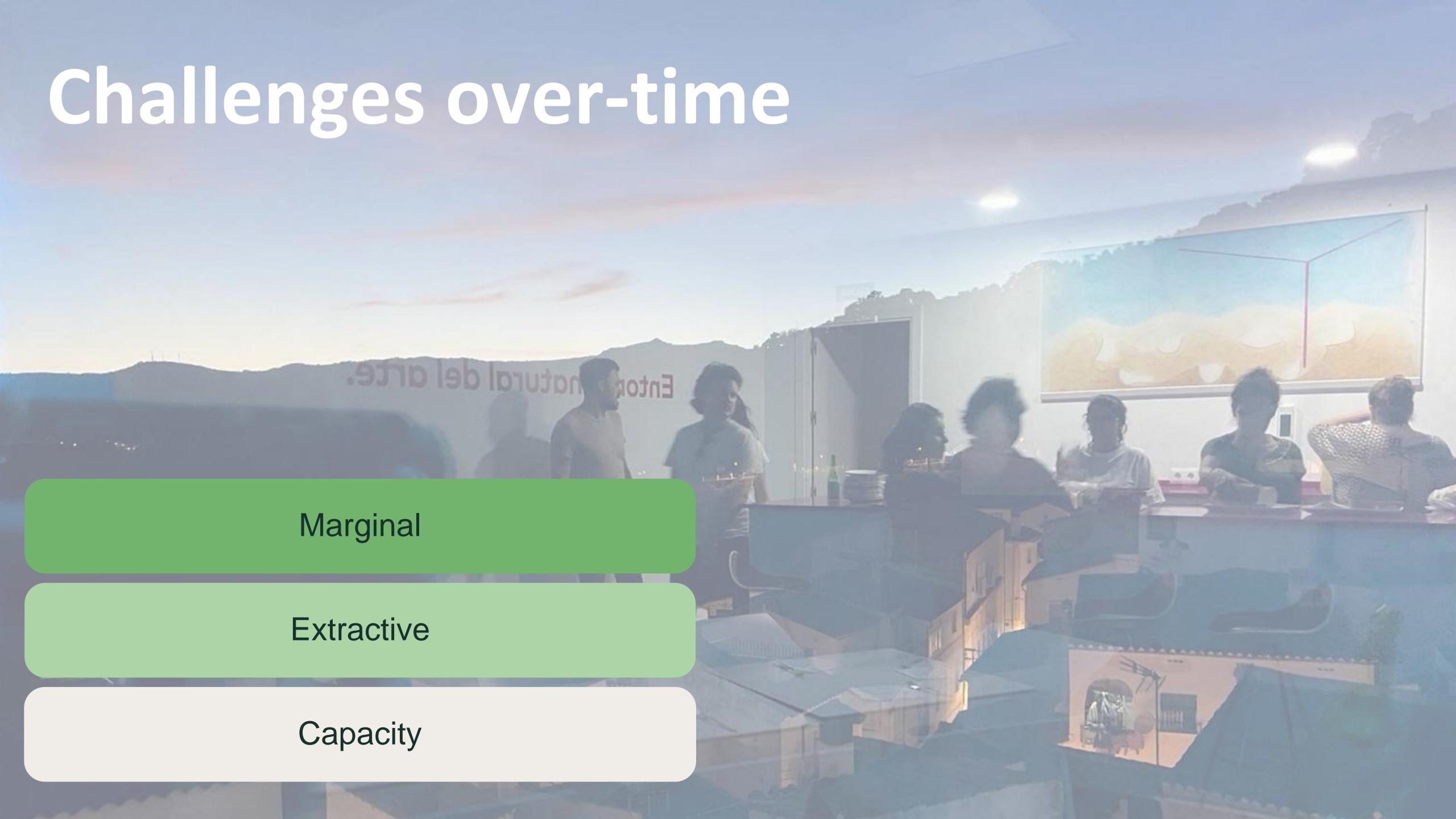
















Reframing Innovation, where we least expect it

We explore new ways of doing things:

Generative

Decentralised

Justice





Turning the fragmentation of the CCIs from a weakness into a strength

Setting the pace

Reframing the **Pushing the pace** urgencies of the climate transition from a challenge into an opportunity



ADAPT & REFRAME

Artists and creatives investigate societal impact while experimenting with new collaborative approaches across sectors

STEP UP & THRIVE

Cultural entrepreneurs unlock untapped potentials by implementing innovative models into contexts off the beaten tracks

> Co-creating frameworks to anticipate future strategies of valorisation

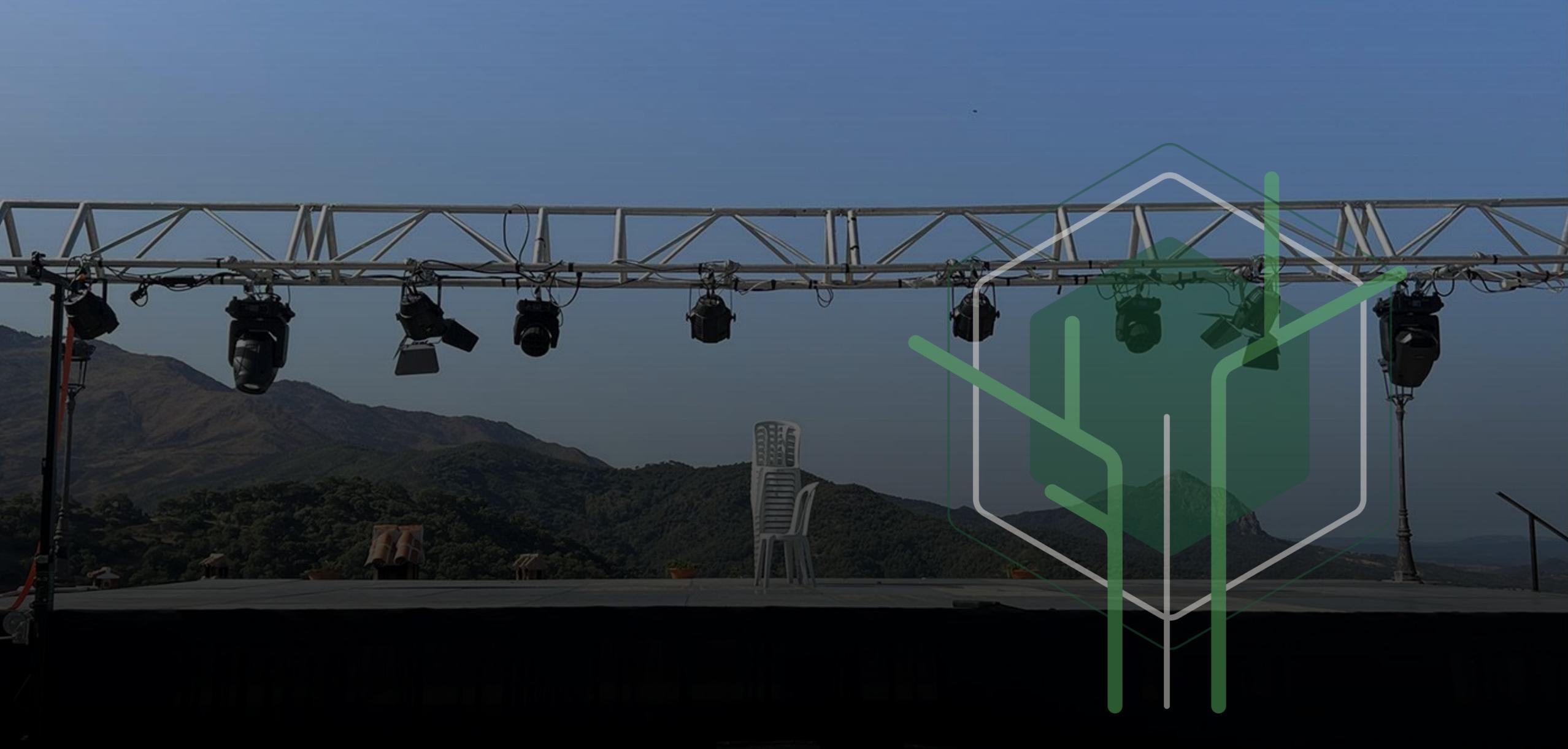
CONSOLIDATE & DRIVE

Cultural and creative industries drive the climate transition by recontextualizing innovation and creating new forms of value









Many thanks: jlockwood@pueblomuseo.com

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