Transformative Art Initiative

Science shows us the path forward - Art inspires us to start walking
WHAT WILL IT TAKE FOR THE WORLD’S CITIZENS TO EMBRACE SUSTAINABLE THINKING?

To succeed, the sustainability transformation requires a cultural shift, a revolution in behavior.

While science can show us what change is required to create a sustainable future, there is increasing recognition that science informed policy, technology, and new business models will not be enough. We need new ways to transform scientific insights into action and social change embraced by people, the world’s citizens.

The Transformative Art Initiative responds to this need.
The Transformative Art Initiative is based on three pillars:

RESEARCH

The initiative focuses on better understanding of what drives cultural shifts.

For instance it will investigate key behavioral changes required from individuals and societies to achieve sustainability, how to apply the strength of effective storytelling to promote the emergence of a shared value system, and explore pathways to global cooperation by connecting natural science, social science, and humanities. Insights gained will then be applied in Science and Art productions, thus building the bridge between gaining knowledge and applying this knowledge in the real world to create impact.
Since 2015, the Science and Art Project at IIASA has investigated how artists and scientists can work together to support transformations to sustainability. The research projects, which have culminated in artistic productions, tackle ethical dilemmas triggered by new scientific insights or technological innovations, and create a vision of what a sustainable future could look like. These projects have given rise to a method and have revealed the potential to drive a transformation of the way people think and act.
The initiative aims at rapidly developing its outreach capacity to reach up to 100 performances and events annually by 2025 reaching wide audiences, ranging from decision makers at the top levels of government and business to young people in high schools and universities around the world.

The time is ripe to reach for greater impact. No research institute worldwide has so far been visionary enough to launch an initiative with the distinct objective to address the gap between understanding how we can transition into a sustainable future and the action needed to get there.

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