

Re:mixed, re:used and re:produced

- Entrepreneurial systems in the
21st century

Estrad

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Shifts

- Active audiences in dominant productive roles in all media since 2011
- Technology enables co-production widely – active audiences provide usability, mobilise networked uses, and increasingly produce what is being circulated
- Alternative forms of organisation – fan organisation, social organisation, hybrid organisation
- Hybrid economies – several simultaneous governing logics

Three Themes:

Market(s)economy

Unbalance

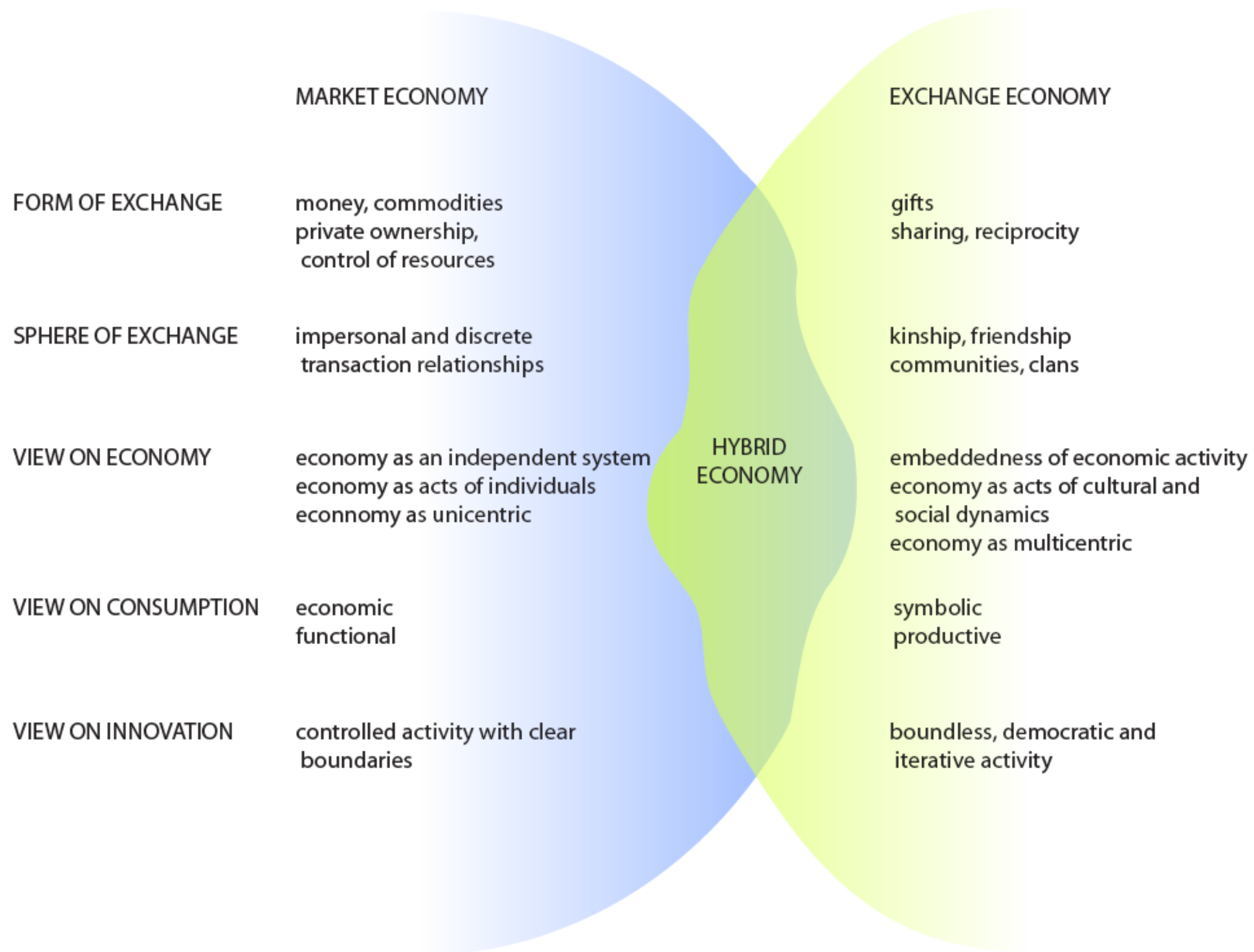
Entrepreneurial systems

Price mechanism
hierarchies and networks
exchange embedded in social relations

balancing system
flexible and cost effective process
constantly unbalanced & cultural

Production and consumption in networks of
trust

New
vs.
Afterlife



Entrepreneurship,
cultural policy, aesthetic and economic
system

“To join forces with consumer representatives, other craftsmen, agriculture, the fishing, resale and wholesale industries, researchers, teachers, politicians and authorities on this project for the benefit and advance of everyone in Nordic countries.”

Claus Meyer and Rene Redzepi http://www.clausmeyer.dk/en/the_new_nordic_cuisine_/manifesto_.html

'Nordic' 800 years

Fuse

Ikea PS tealight holders

Summa paper factory

Google server farm

Fandom

Networked organisation of
production and consumption

Politics, ethics, sustainability

Terms of participation

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