Re:mixed, re:used and re:produced

- Entrepreneurial systems in the 21st century

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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 simultaneus 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

MARKET ECONOMY

EXCHANGE ECONOMY

FORM OF EXCHANGE money, commodities

private ownership, control of resources gifts

sharing, reciprocity

SPHERE OF EXCHANGE impersonal and discrete

transaction relationships

kinship, friendship communities, clans

VIEW ON ECONOMY economy as an independent system

economy as acts of individuals

econnomy as unicentric

HYBRID ECONOMY

embeddedness of economic activity economy as acts of cultural and

social dynamics

economy as multicentric

VIEW ON CONSUMPTION economic

functional

symbolic productive

VIEW ON INNOVATION co

controlled activity with clear

boundaries

boundless, democratic and

iterative activity

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."



'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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