SeCuM
the Self-Curating
Musician

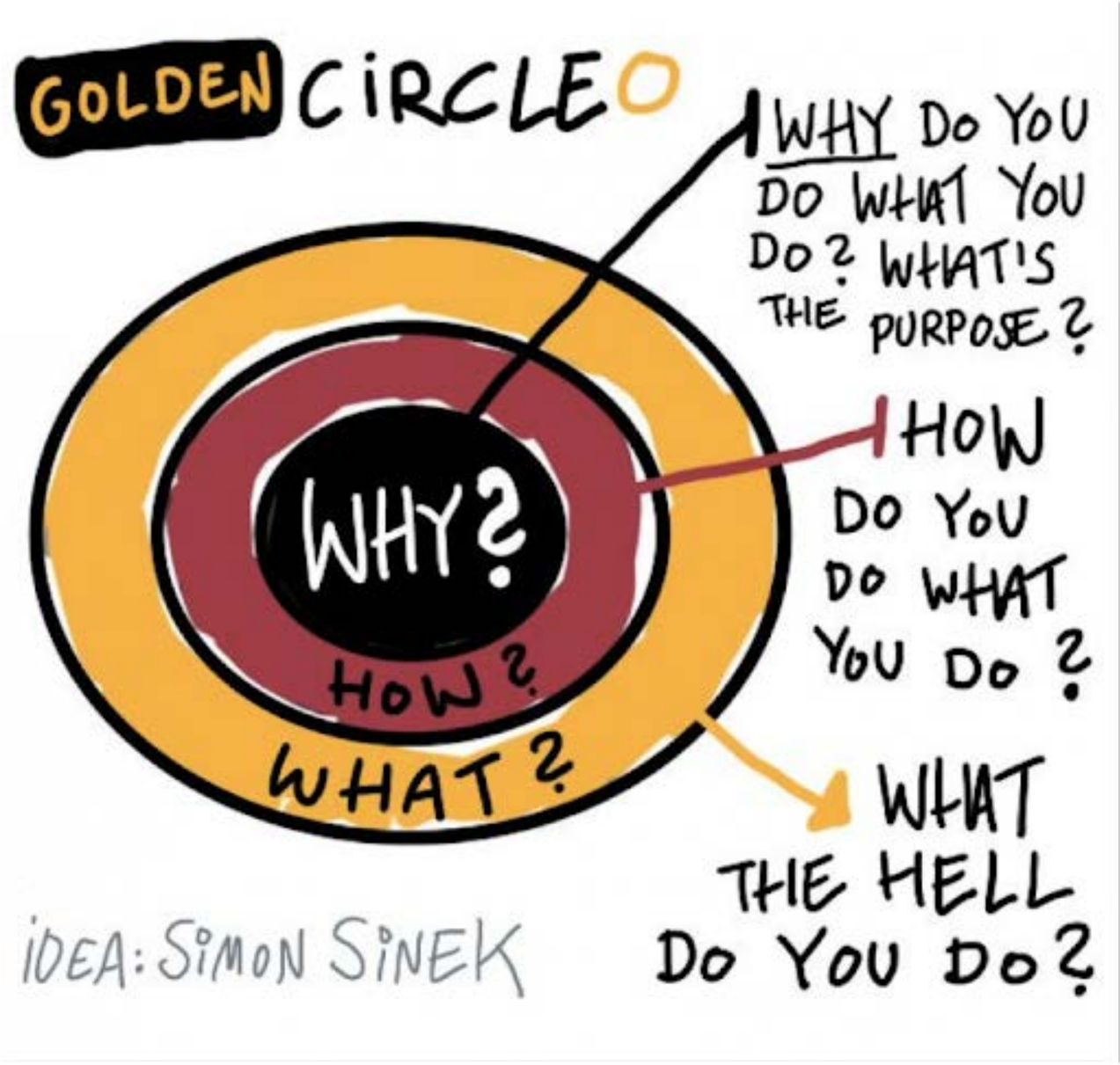
“HOW DO I CURATE MY **ARTISTIC CAREER** IN A **SYSTEMIC DESIGN THINKING** MINDSET?”

Music Moves Europe
Training Scheme for Young Music Professionals
EAC/S21/2019

SYSTEMIC DESIGN THINKING

A HOLISTIC APPROACH

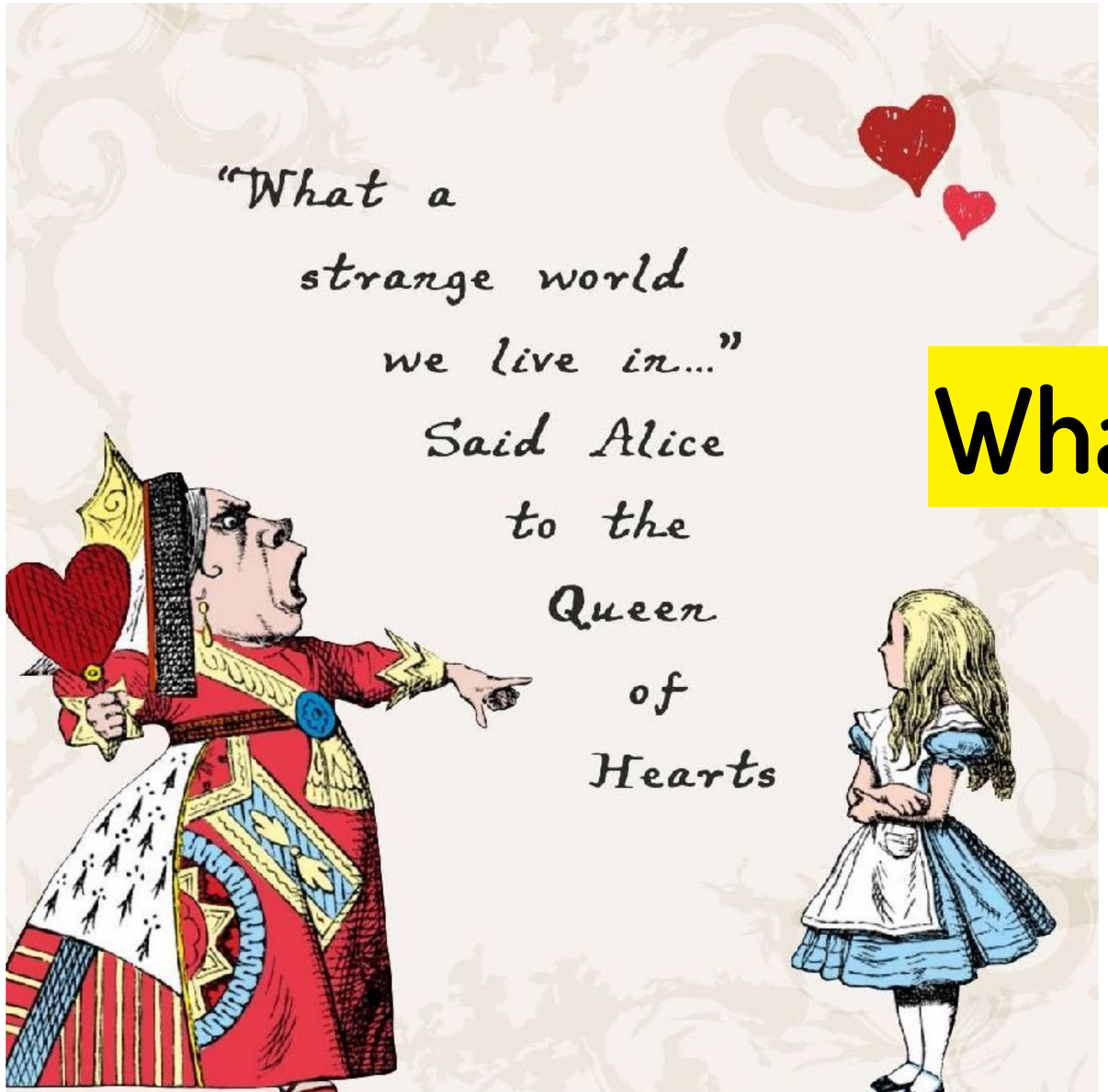
SeCuM
the Self-Curating
Musician



SeCuM
the Self-Curating
Musician

WHY DO WE DO WHAT WE DO?

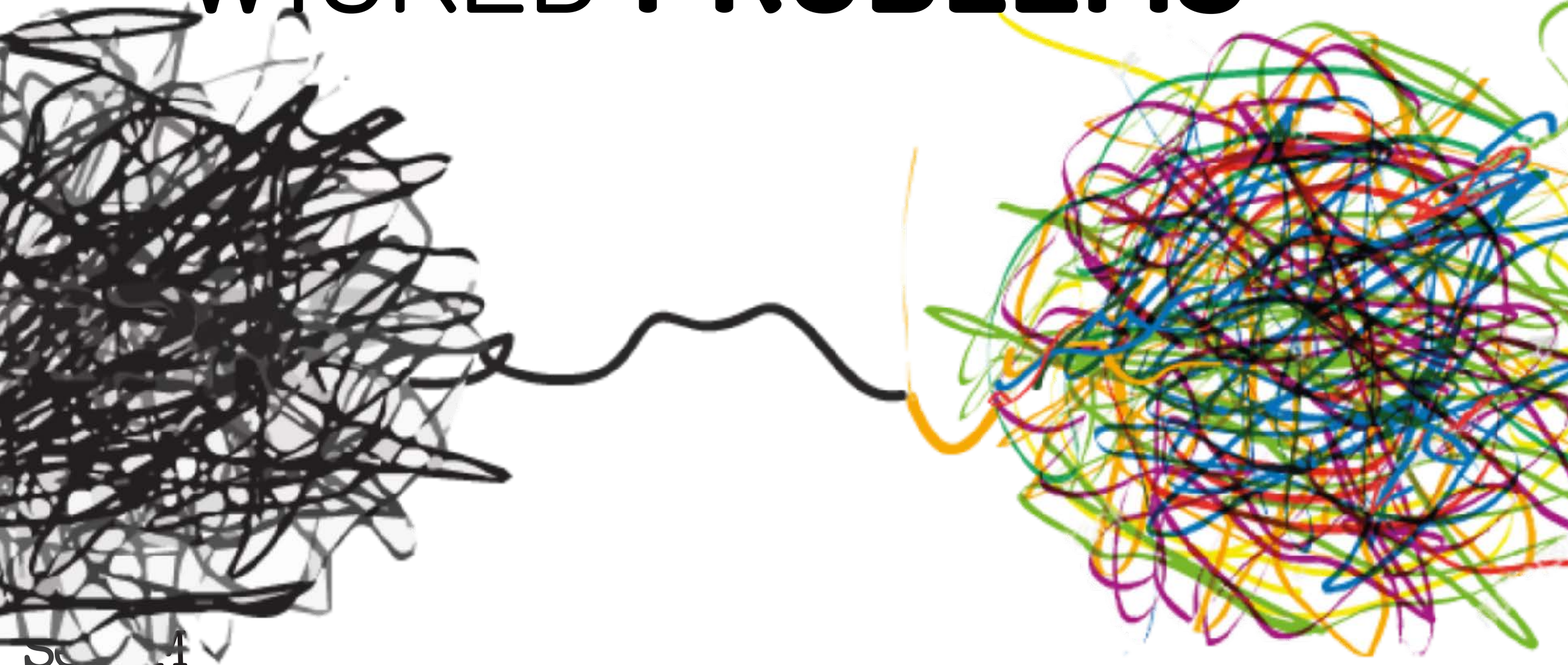
Lewis Carroll



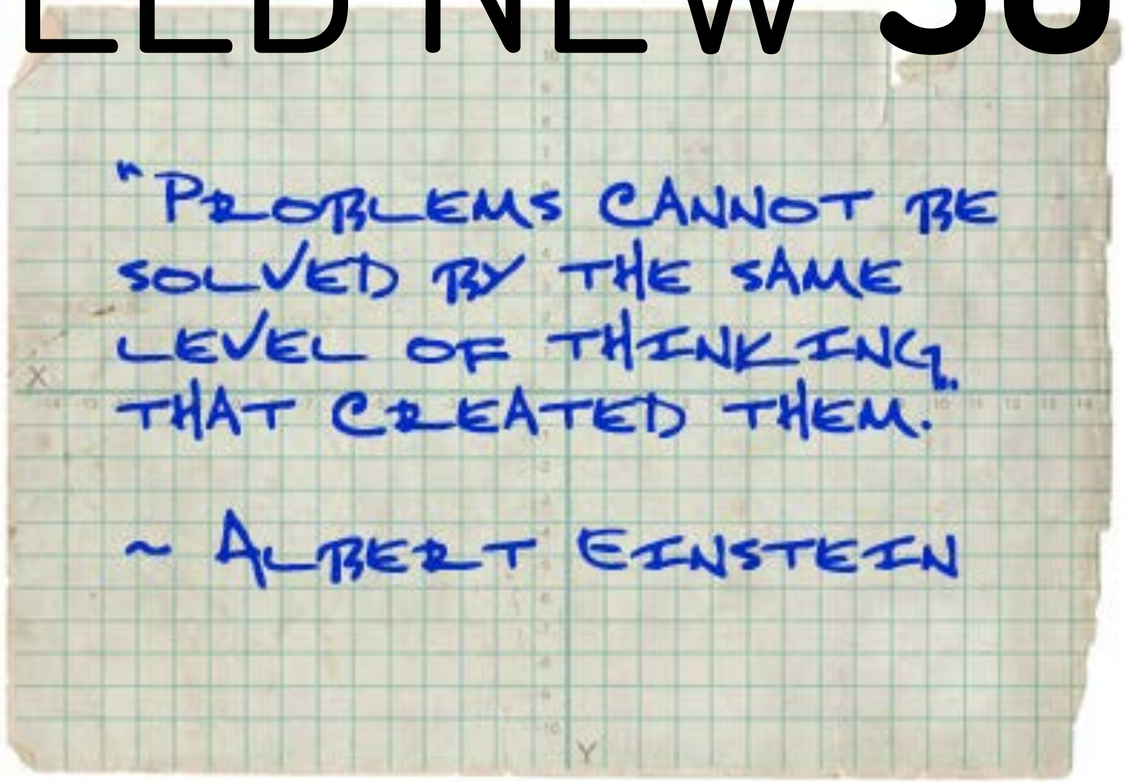
What drives us?

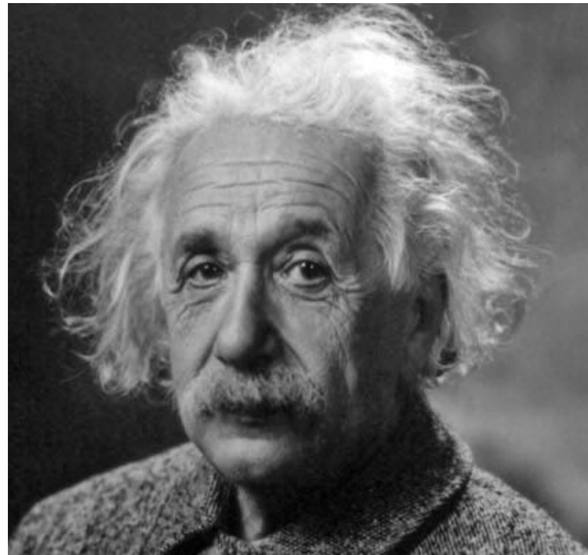
SeCuM
the Self-Curating
Musician

WICKED **PROBLEMS**



NEW **PROBLEMS**
NEED NEW **SOLUTIONS**

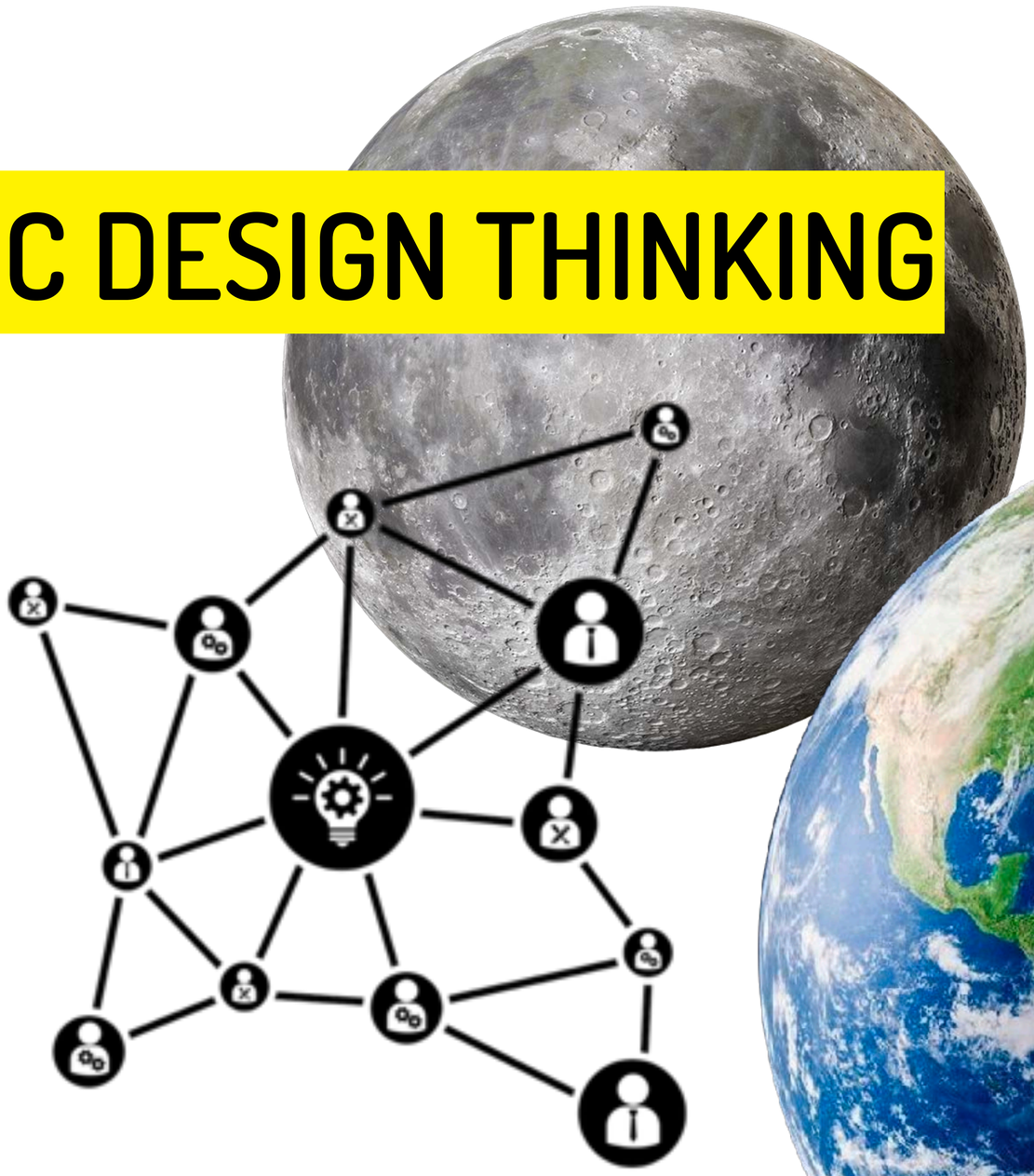




Dame Ellen MacArthur

“Rethinking the future:
it is a profound challenge.
At the end of an era
of cheap oil and materials
we have to rethink and redesign
how we produce and consume;
to reshape how we live and work,
or even to imagine the jobs
that will be needed for transition.”

SYSTEMIC DESIGN THINKING



WHAT?

SeCuM
the Self-Curating
Musician

SYSTEMIC DESIGN THINKING

SYSTEMIC THINKING

maps out complex systems, looks for mutual relationships, identifies the levers and barriers and designs creative solutions to optimize the system.
Always future-oriented, sustainable, innovative and value-driven.

SeCuM
the Self-Curating
Musician

SYSTEMIC **DESIGN THINKING**

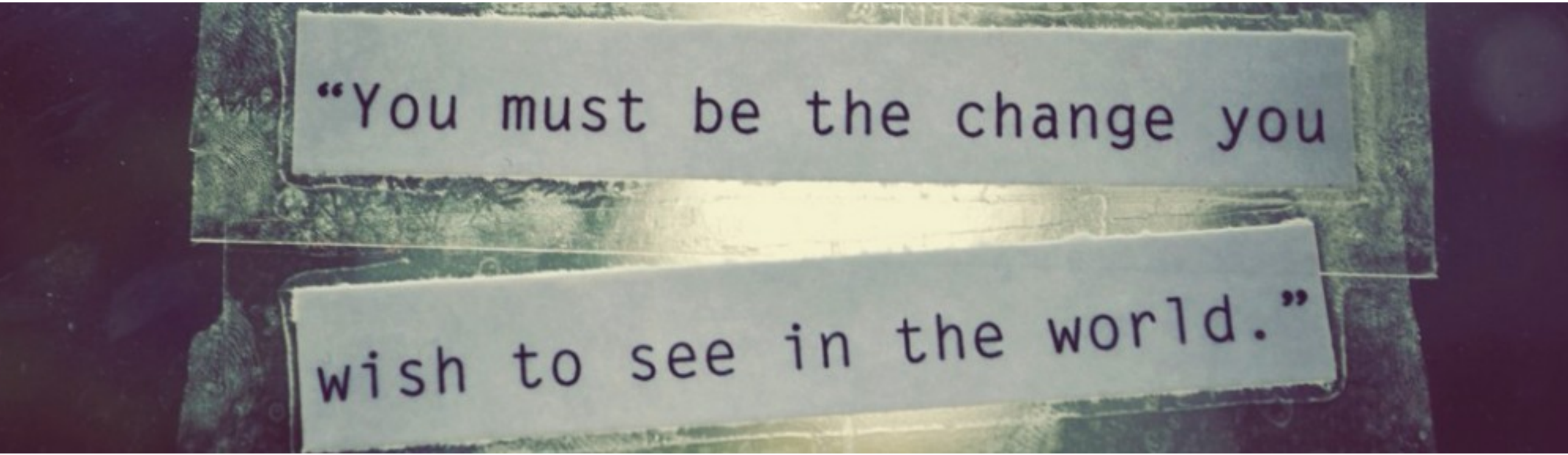
DESIGN THINKING

uses a creative, people-oriented and strategic approach to design innovative solutions and translates them into meaningful new products and services

DESIGN?

SeCuM
the Self-Curating
Musician

DESIGNERS!

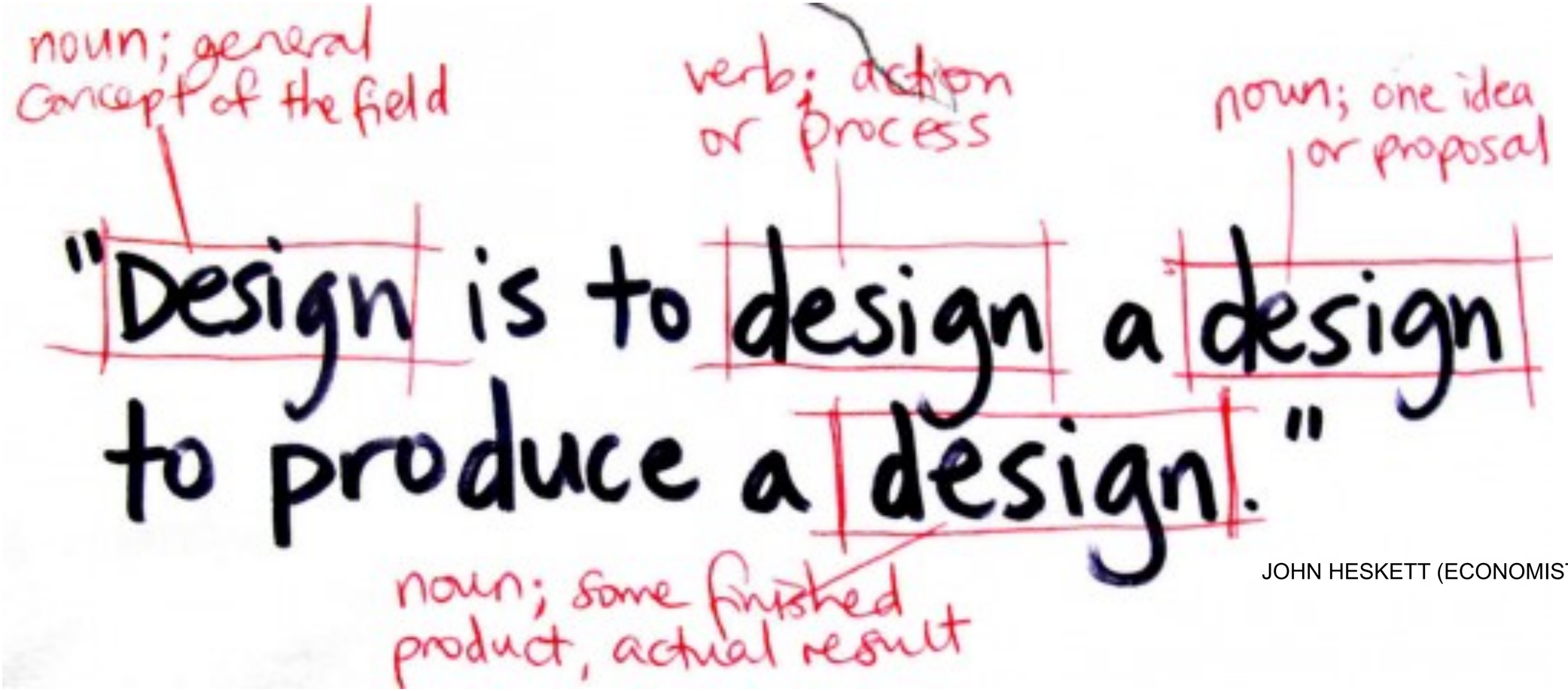


Design

is not just what it looks like and feels like.

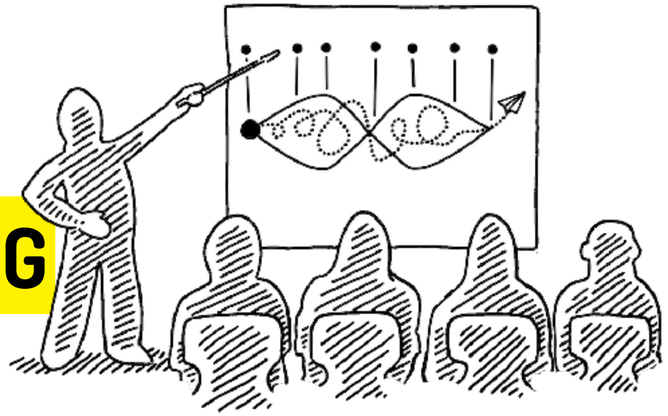
It is how it works

-Steve Jobs



JOHN HESKETT (ECONOMIST)

SYSTEMIC DESIGN THINKING



SeCuM
the Self-Curating
Musician

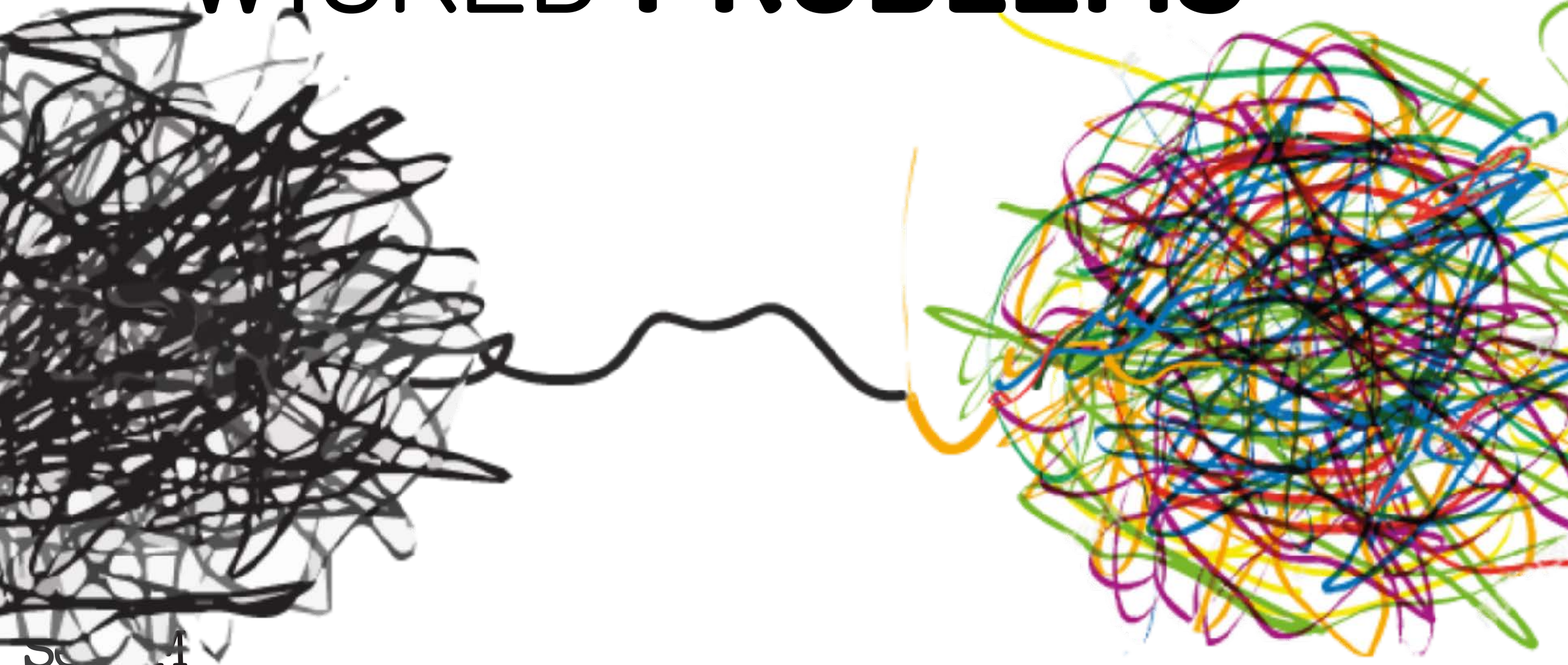
ECO SYSTEM!

SeCuM
the Self-Curating Musician

PLANETARY THINKING,
= THE NEW PARADIGM

SeCuM
the Self-Curating
Musician

WICKED **PROBLEMS**



LOCAL PROBLEMS

BECOME
GLOBAL PROBLEMS

BECOME SOCIAL PROBLEMS

SeCuM
the Self-Curating
Musician

21ST CENTURY SKILLS!

4 C'S

- CRITICAL THINKING
- CREATIVITY
- COMMUNICATION
- COLLABORATION

SeCuM
the Self-Curating
Musician

STE(A)M

© 2014 STEM Roots. | www.stemroots.net

SeCuM
the Self-Curating
Musician

WHERE IS OUR PROFIT?

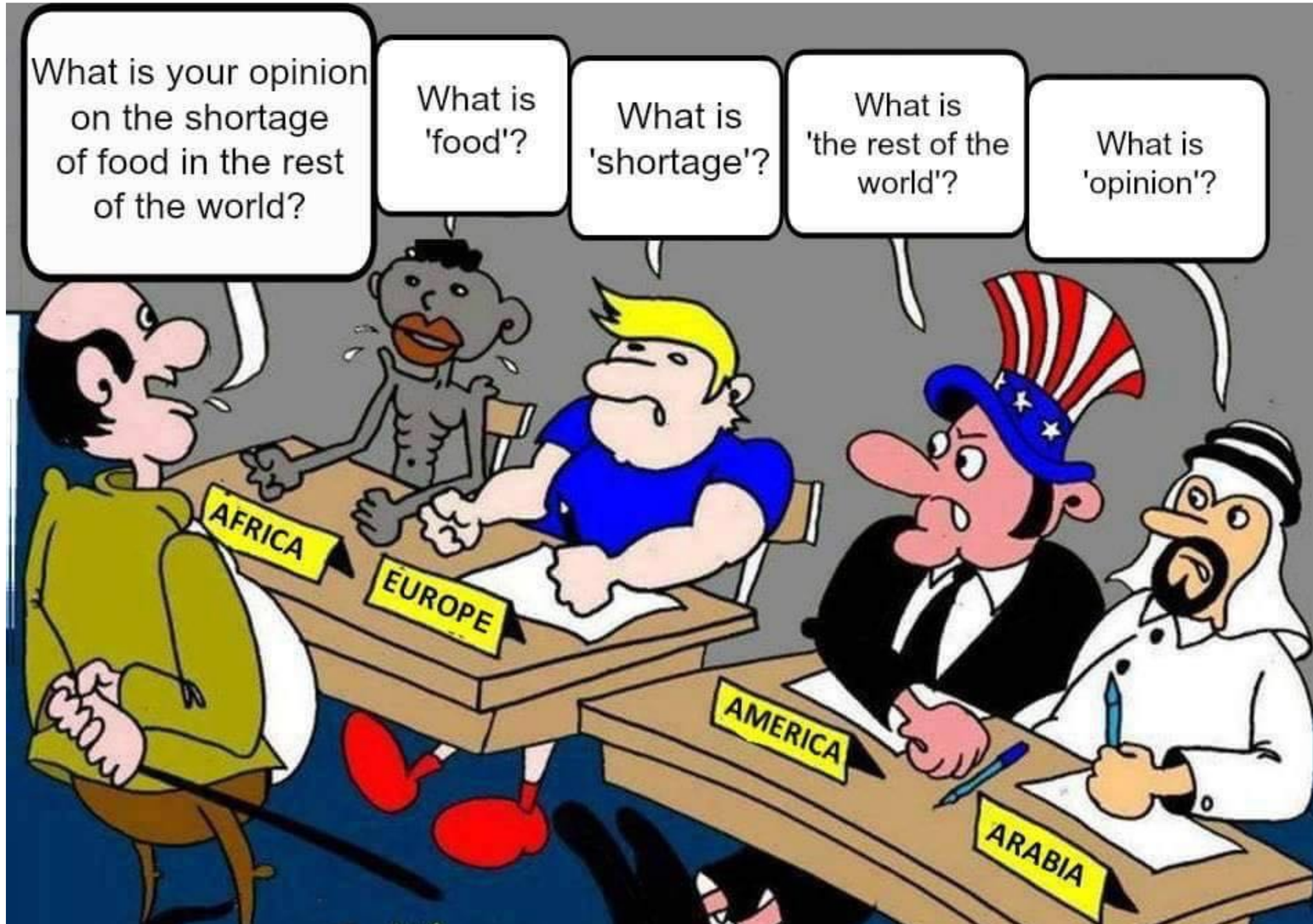
A DIFFERENT WAY OF THINKING AND ACTING

SeCuM
the Self-Curating
Musician

VALUE DRIVEN

SeCuM
the Self-Curating Musician

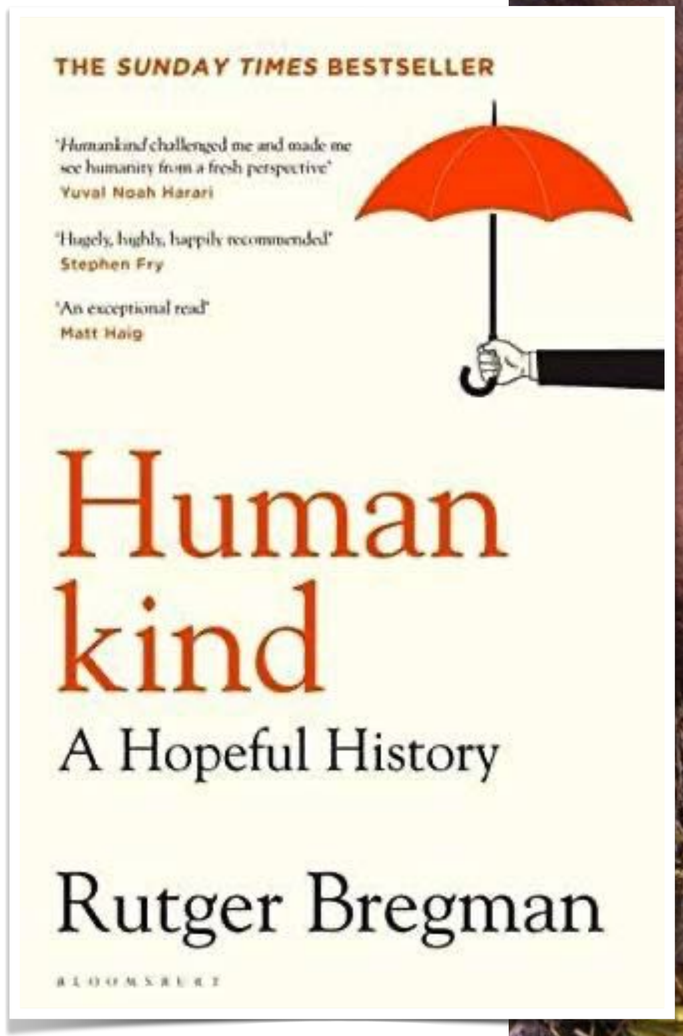
EMPHATICAL



SeCuM
the Self-Curating
Musician

PURSUING INCLUSION

SOCIAL BEHAVIOR



SOLUTION- AND IMPACT-ORIENTED THINKING

SeCuM
the Self-Curating
Musician

EVERYONE
IS A CREATIVE

BE INVENTIVE & POSITIVE

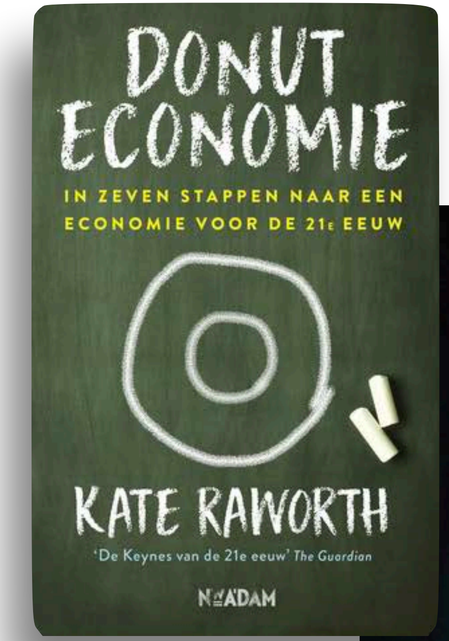
ACT STRATEGICALLY AND FUTURE-ORIENTED

SeCuM
the Self-Curating
Musician

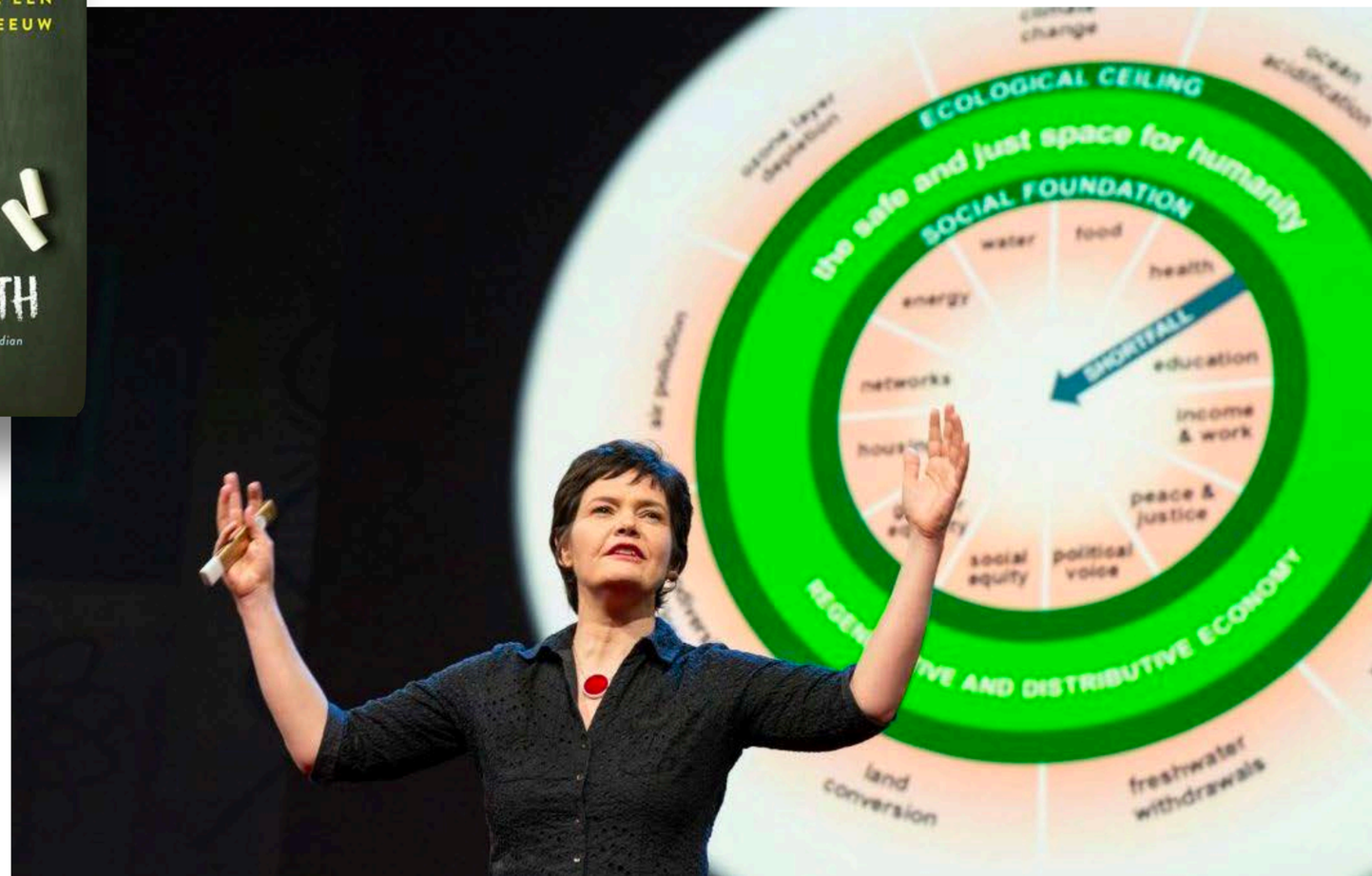
STRIVE FOR AGILITY AND RESILIENCE

SeCuM
the Self-Curating
Musician

THINK PLANETARY

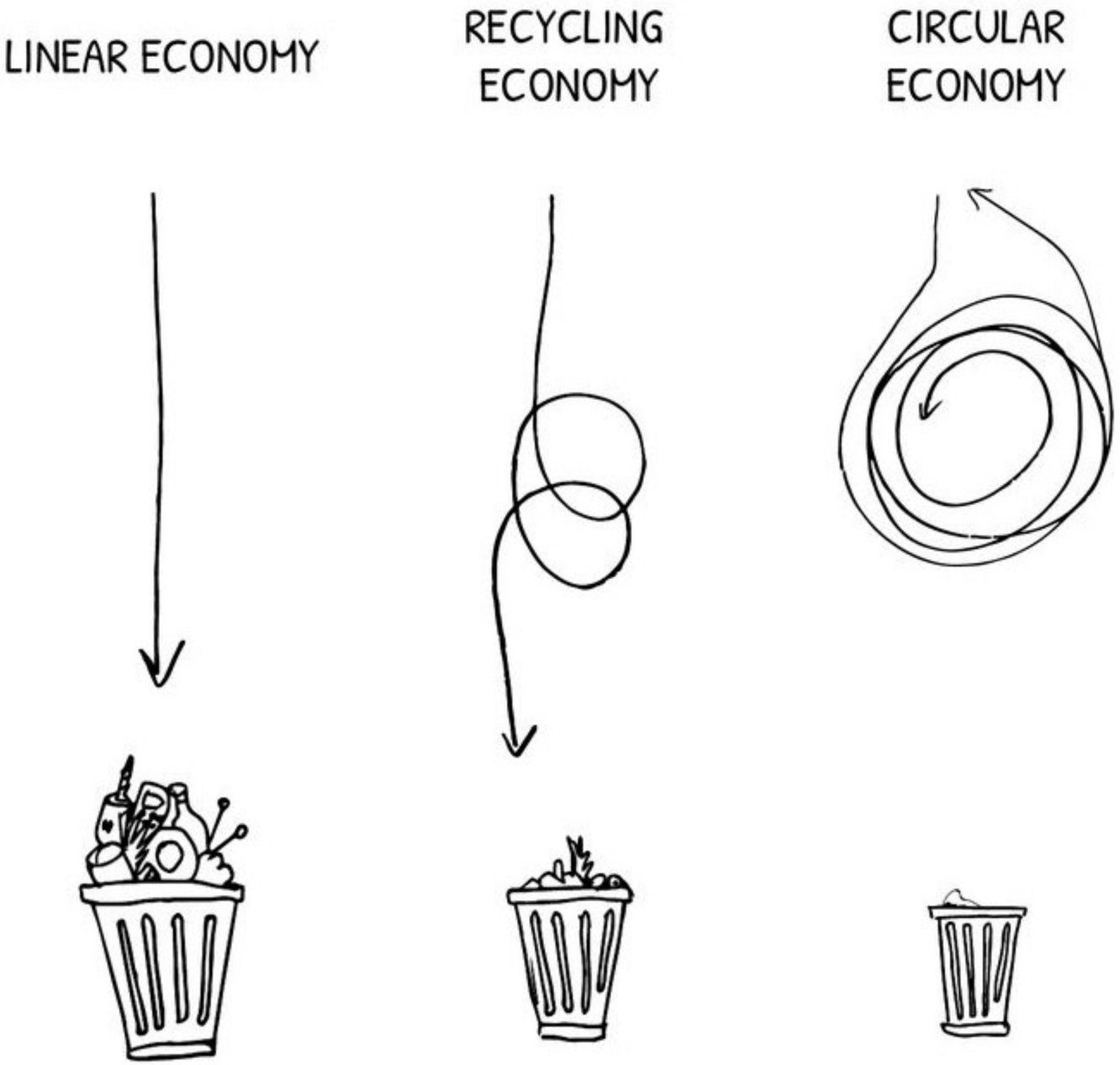


BE INSPIRED BY GREAT THINKERS



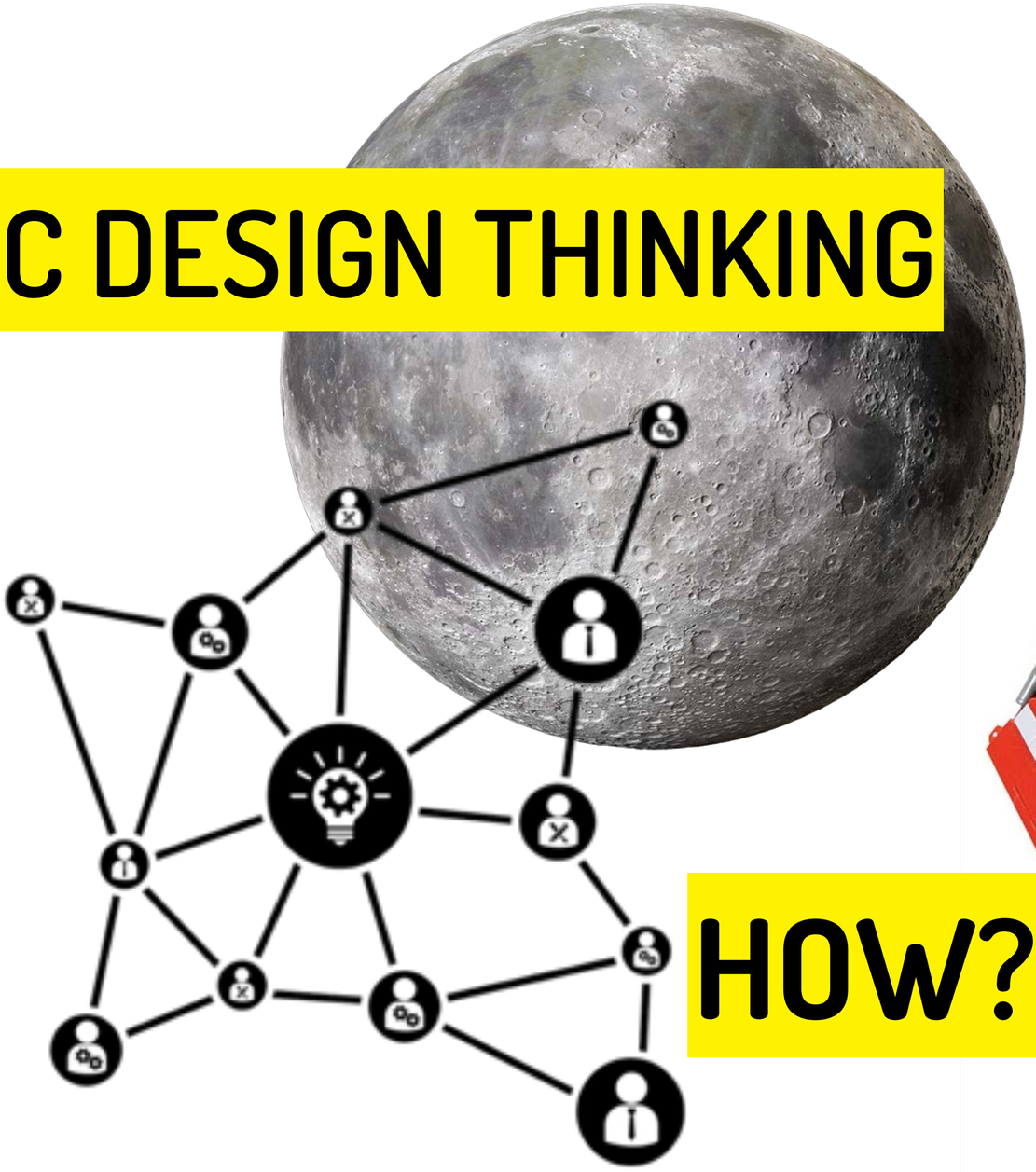
SeCuM
the Self-Curating Musician

ACT CIRCULAR



SeCuM
the Self-Curating Musician

SYSTEMIC DESIGN THINKING



HOW?

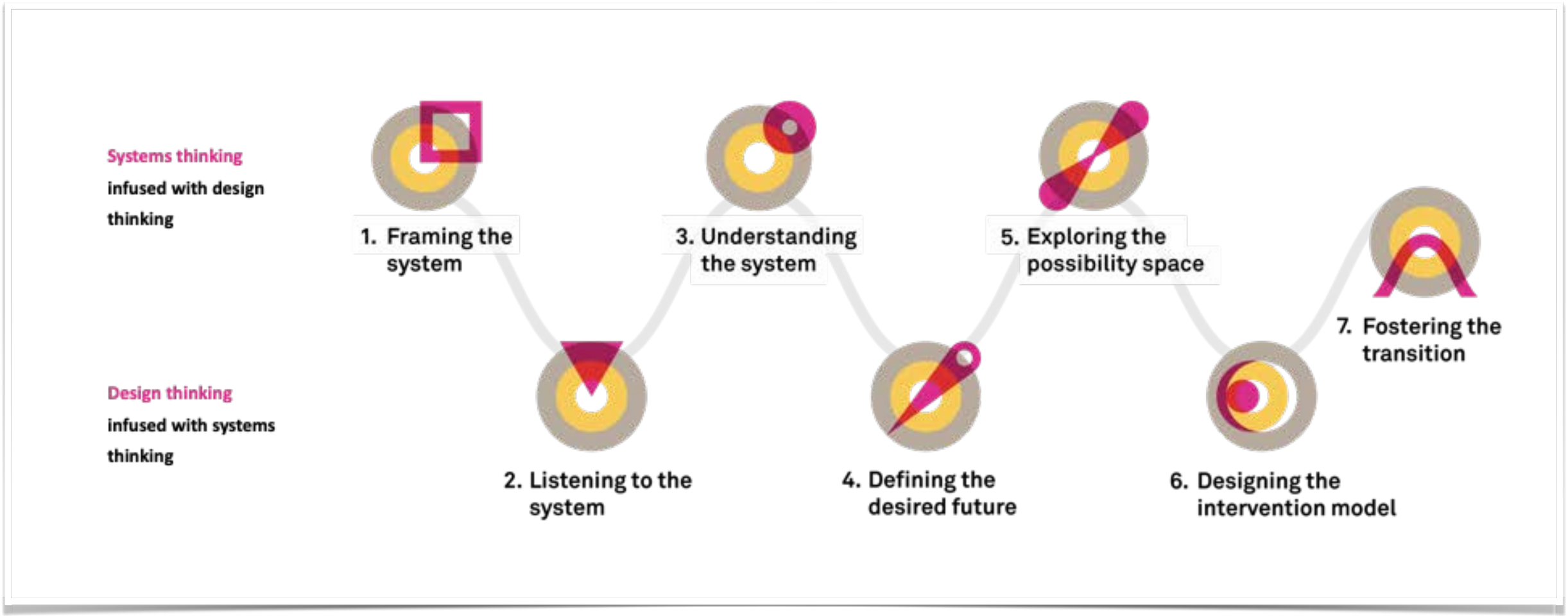
SeCuM
the Self-Curating
Musician

The next big thing
will be a lot of small things.

DESIGN THINKING PROCESS

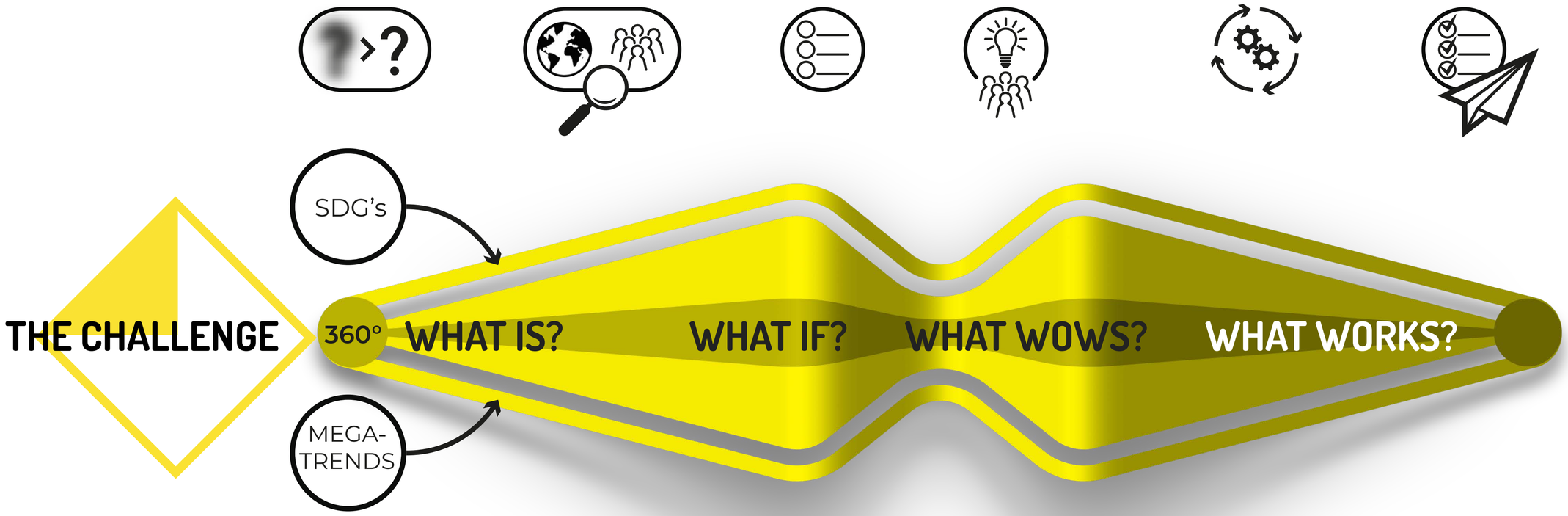
SeCuM
the Self-Curating
Musician

SYSTEMIC DESIGN THINKING PROCESS

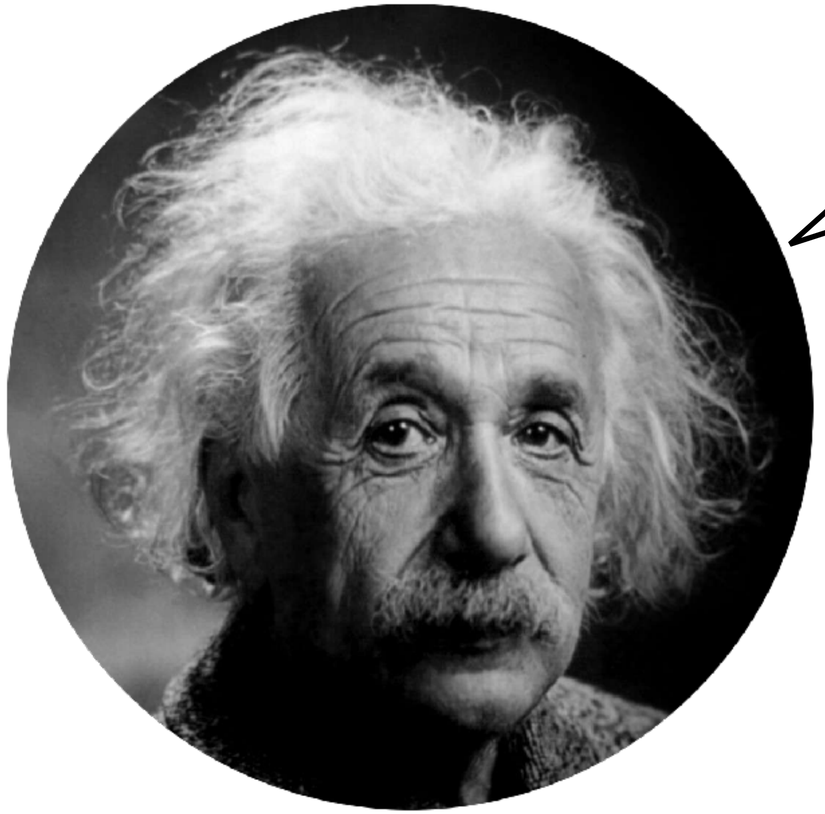


SeCuM
the Self-Curating Musician

THE TRAJECTORY



SeCuM
the Self-Curating
Musician



"If I had an hour to solve a problem.

I'd spend 55 minutes thinking about the problem and 5 minutes thinking about solutions."

SeCuM
the Self-Curating
Musician

- DEEP & FOCUSED CONTEXT & INSIGHTS
- PIONEERING OPPORTUNITIES
- TESTED, VALIDATED AND SUPPORTED CONCEPTS
- A FUTURE PROOF AND AGILE STRATEGY
- CRYSTAL-CLEAR CHALLENGES
  AND A SUBSTANTIATED ACTION PLAN

SYSTEMIC DESIGN THINKING

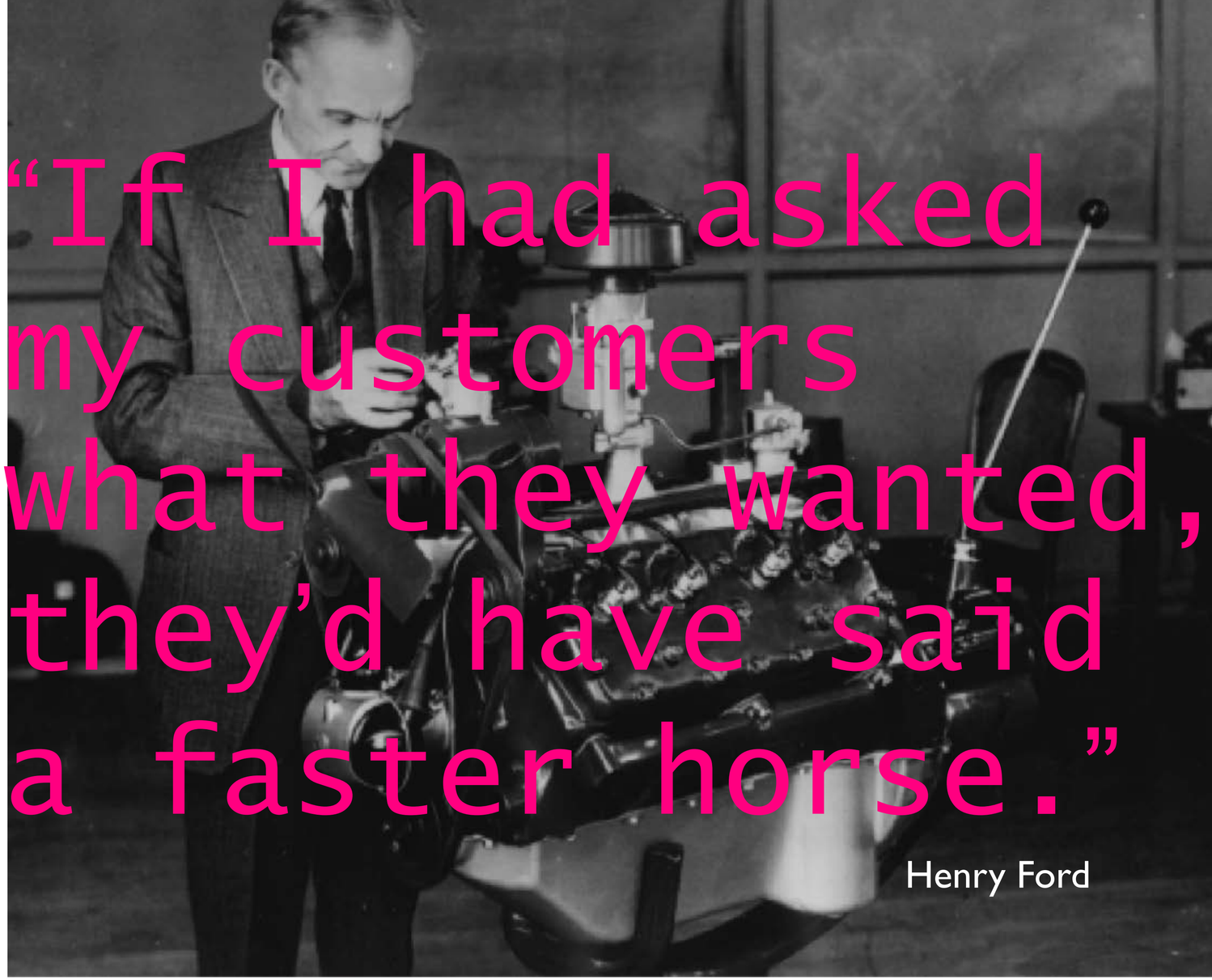
ADDED VALUE?

SYSTEMIC DESIGN THINKING PROCESS

PEOPLE & SOCIETY CENTRED

SeCuM
the Self-Curating
Musician

WHAT DO PEOPLE NEED?
NOW AND IN THE FUTURE?



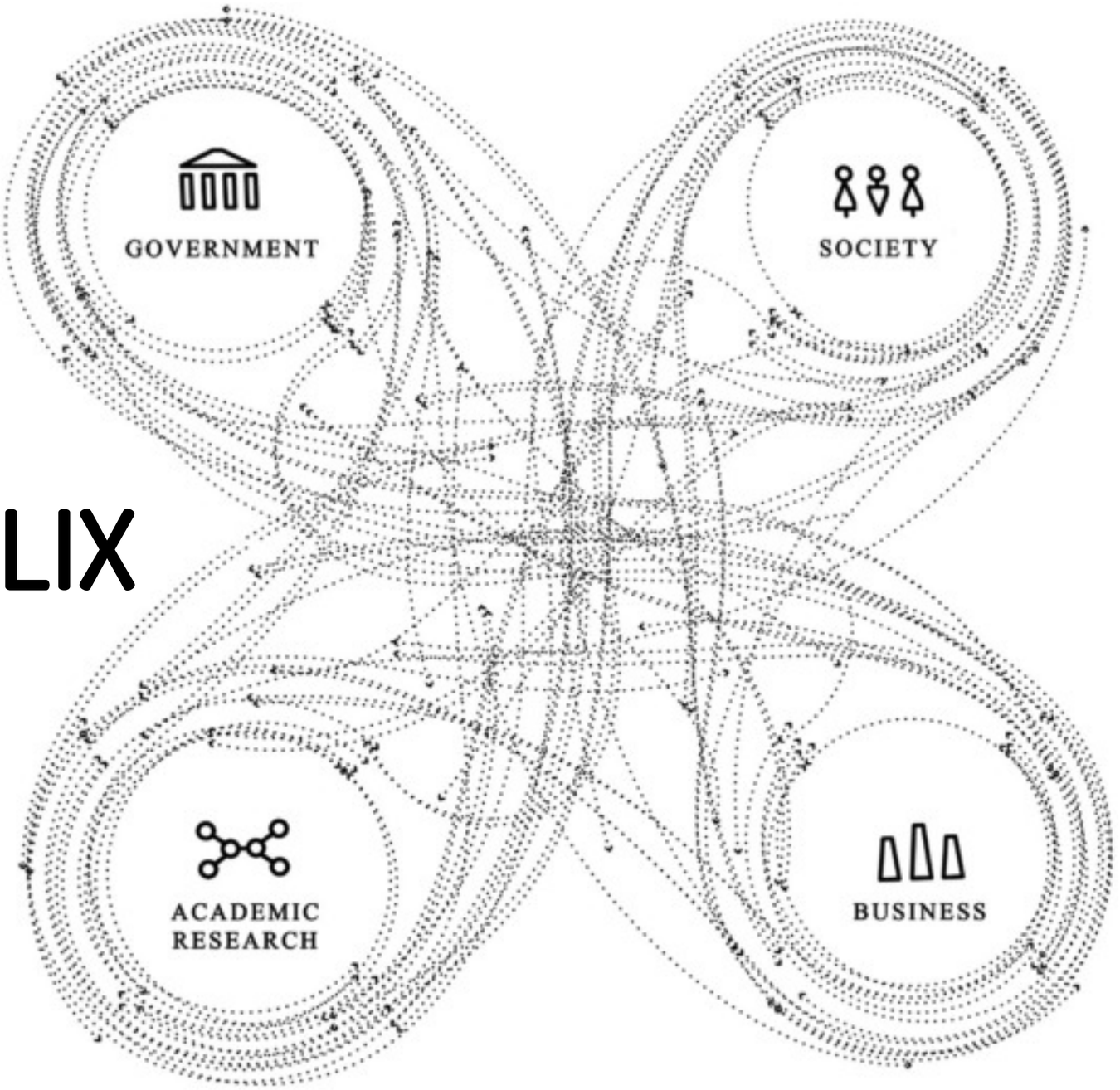
SeCuM
the Self-Curating Musician

PARTICIPATION & CO-CREATION

TEAMWORK MAKES THE DREAM WORK!

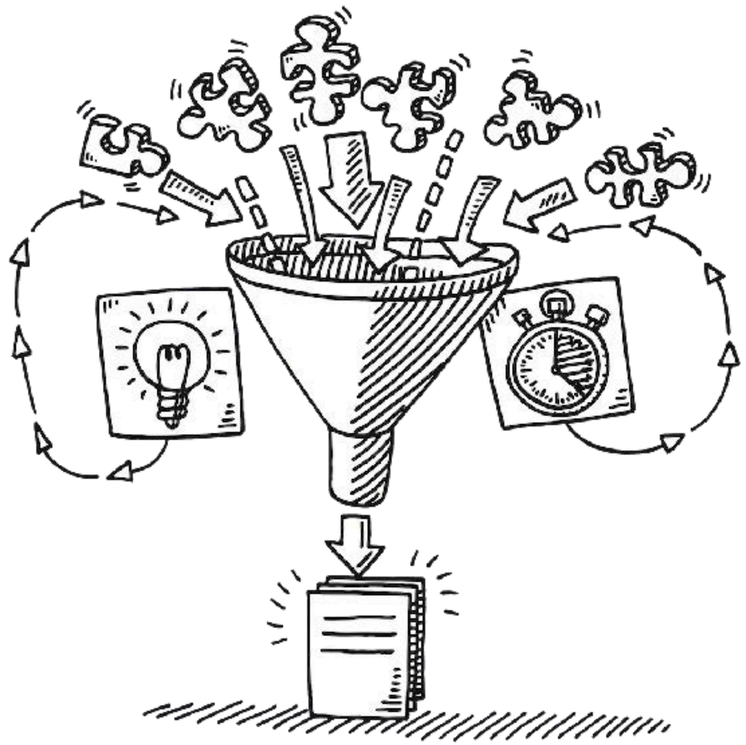
SeCuM
the Self-Curating
Musician

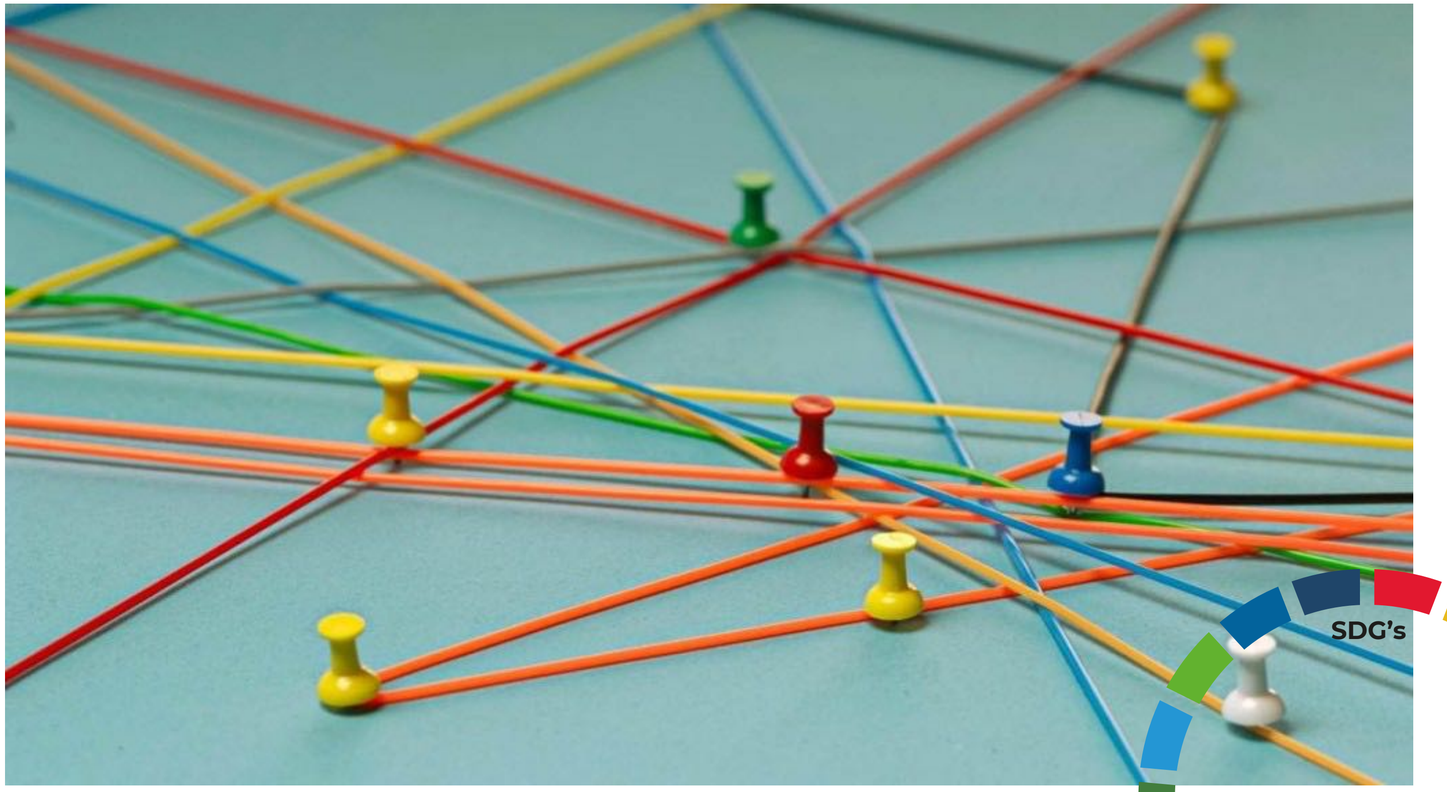
QUADRUPLE HELIX



SeCuM
the Self-Curating
Musician

CONNECTING THE DOTS

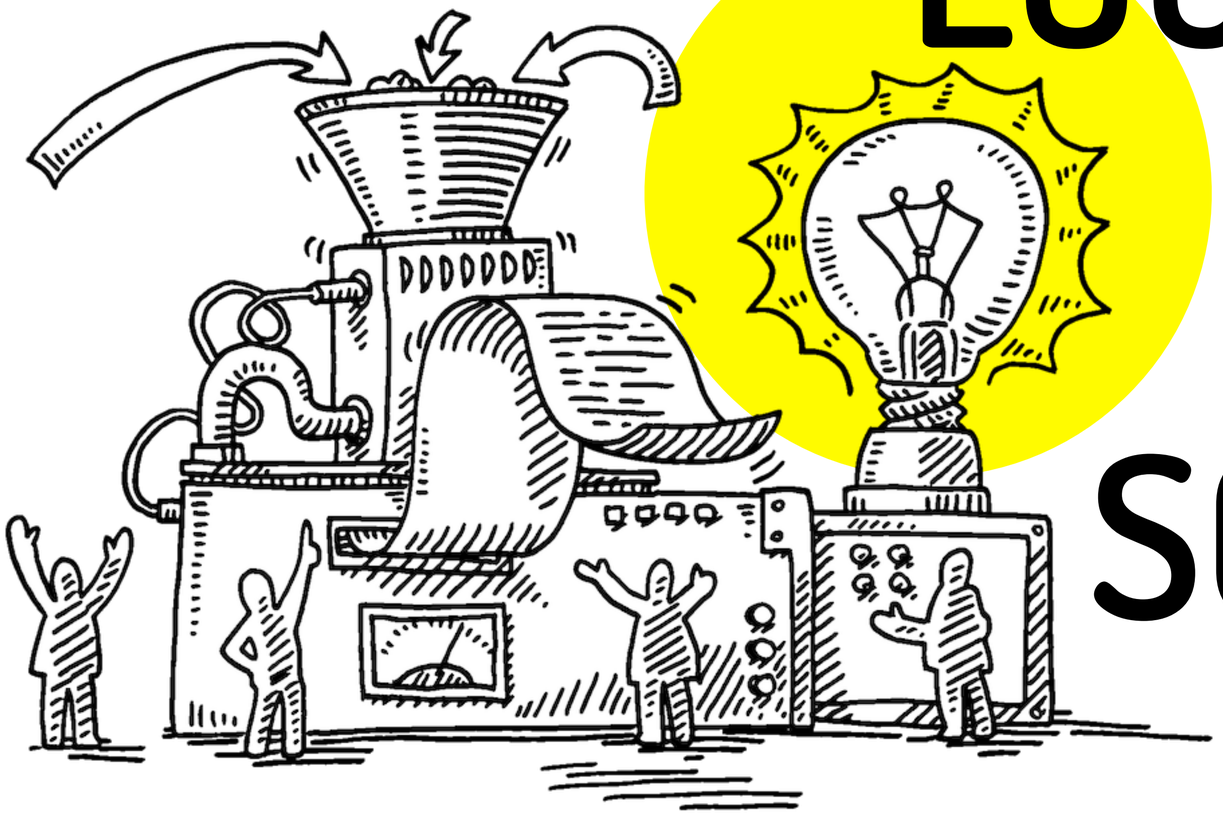




SDG's

WHAT WOWS ...?

SeCuM
the Self-Curating
Musician



LOOKING FOR CREATIVE SOLUTIONS

SeCuM
the Self-Curating
Musician

WORKSHOPS

WEDNESDAY & FRIDAY 14:00 > 17:00

”How to review the System”

> opportunity scan workshop in relation to curricula in artistic higher education

SeCuM
the Self-Curating
Musician

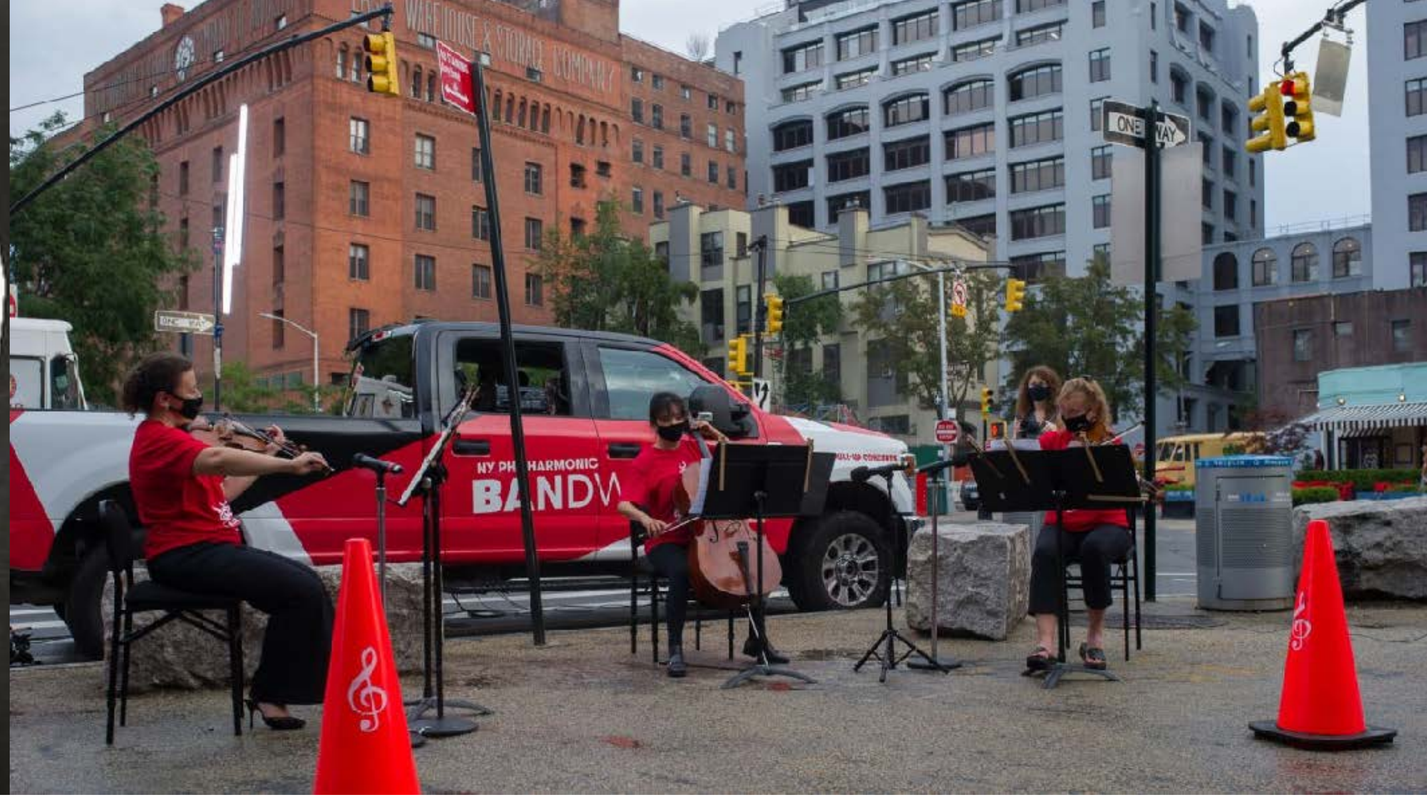
HACKATON

SATURDAY 10:00 > ?

”How to curate my/our career in a global context”

> ’Think global, act local!

SeCuM
the Self-Curating
Musician



"HOW DO I CURATE MY **ARTISTIC CAREER**

IN A **SYSTEMIC DESIGN THINKING** MINDSET?"

SeCuM
the Self-Curating
Musician

“THE SKY IS THE LIMIT, ONLY FOR THOSE WHO ARE NOT AFRAID TO FLY” BOB BELLO

SeCuM
the Self-Curating
Musician