

SOCIAL SCULPTURE

THE NEW WAY OF CHANGE



MAGENTA
SCHOOL FOR THE SOCIAL FUTURE

Social Sculpture is the next generation scalable social change methodology that uses art, play, and other means of cultural remediation and regeneration to foster deep and lasting positive social change.



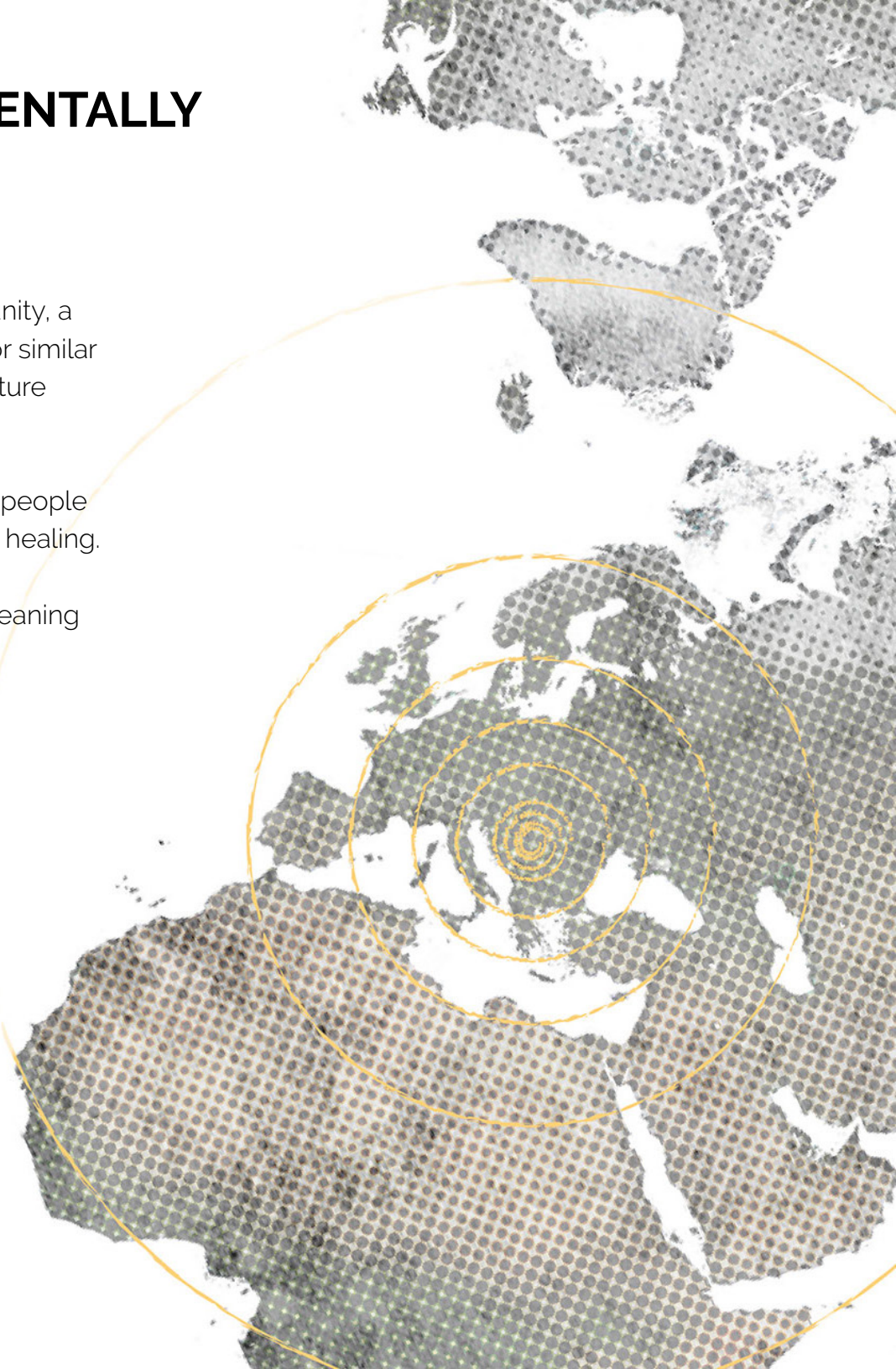
From 1995 to 2006, multi-cultural festivals took place in Castle Borl, Slovenia. The festivals inspired many new initiatives and influenced many change leaders in business, government, and civil society.

ALL SOCIAL CHANGE IS FUNDAMENTALLY CULTURAL CHANGE

If you're a leader working to heal, transform, or enliven a community, a town, or a whole region that has suffered violence, oppression, or similar forms of breakdown for decades or even centuries, Social Sculpture could be ideal for you.

Social Sculpture is designed to engage thousands or millions of people in collective cultural experiences for massive social renewal and healing.

It is the art of engaging people inwardly in a transformation of meaning at the root cause of societal dysfunction.



RETHINK CULTURE AS OPPORTUNITY

Where do our most complex, most troubling challenges come from?

War, poverty, pollution, poor health, urban decay, species loss, racism — these and many other problems resist change efforts. Why is this so?

It's because their root causes are "in us." These problems are expressions of the mindsets, beliefs, ideas, and traumas passed from generation to generation. As a result, these challenges can last for decades or even centuries.

What does this mean for real and lasting change?

We need a way to access this invisible realm of root causes and accelerate the mindset shifts need for social healing and regeneration. Social Sculpture is a methodology for doing just that.



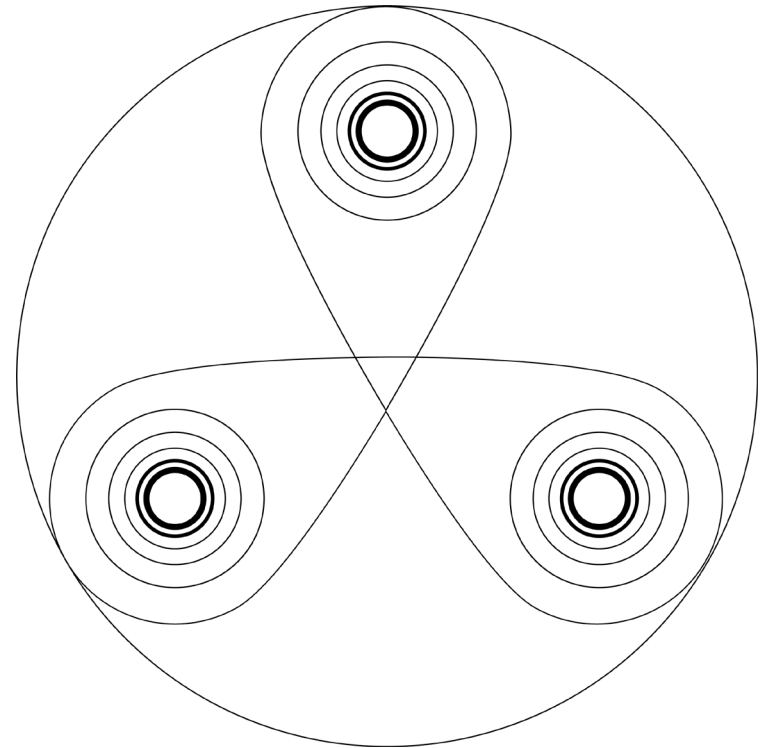
CHANGE THE UNDERLYING PATTERN

The definition and aim of social sculpture is the continuing renewal of the society that we all create together. However, without an active, vitally alive cultural sphere, society will not be co-created. Instead it will form around government decrees, artificial intelligence, propaganda, the will of the one percent, competitive instinct, norms, and other established patterns.

Moreover, the severest social challenges are only the symptoms of the true causes, which lie deep in a society's culture, identities, traumas, and guiding ideas. Systems thinking calls these causes mental models or paradigms.

Social Sculpture uses art, play, awareness, and other cultural means to engage and stimulate movement and change at the level of root causes. The sphere of culture and cultural agency — the influx of new ideas, the striving for truth, the transformation and nourishment of minds and souls — is the source of those factors that can rebalance political and economic systems that otherwise veer towards self-destruction.

Thus, the goal with Social Sculpture is to engage a society's or organization's collective mental and emotional planes in specific actions of cultural, political, and economic renewal.



While every context is unique, we have found that all positive social impact requires strong foundations, sound design, creative capacity, and flexible but exact method. We base our work on established methods, effective examples, rigorous design, and proven prototypes.

There are many outstanding examples of activating culture for massive change, but until now, there hasn't been a method for doing so. We based our approach on many years of experience, research into precedents, and a rigorous, consequential approach.

From top to bottom:

- Albania's Prime Minister Edi Rama began his career by painting buildings in order to activate cultural revival after communism.
- Joseph Beuys' massive sculpture 7,000 Oaks populates Kassel, Germany, with pairs of oak trees and stones in order to remind Germany of its Nazi past and deeper role in European culture.
- In Bogotá, mimes direct traffic, a game that mayor Antanas Mockus played to activate care in the world's most violent city.



SOCIAL SCULPTURE IS A HYBRID OF WELL-ESTABLISHED FIELDS:



1

Multi-stakeholder collaboration methods

Multi-stakeholder collaboration methods bring together problem owners from many different sectors of society for dialogue and cooperation across organizational and sectoral boundaries.

2

Social art practice

"Social practice" is a growing field of artistic work that began in the 1950s and has grown ever since. Beyond "public art" such as monuments, artists in this field engage directly the public in dialogue and collective action.

3

Social threefolding

Social threefolding is body of research and practice about what societies need to be healthy and functional. The three spheres of culture, governance, and economy are understood to work both independently and interdependently.

AND FIVE MAIN FOCUS AREAS:

Convening Crucial Leadership and Partners

To convene a multi-stakeholder project, key leaders or organizations invite diverse, influential, and competent stakeholders and practitioners to dialogue and act together. After that, building relationships and supporting their work is essential for success.

Deep Diagnostics, Measurement Tools, & Research

Systems mapping and culture measurement tools help understand complex systems and social factors at play. Once these initial tools are built, we can use them to measure current state at any time, providing detailed metrics before, during, and after a project's completion.

Capacity Building, Creativity Know-How, Leadership Training

Every successful effort to create deep change requires extraordinary leadership and cooperation. Training and practice are in this sense essential, as a project will fail if everyone simply repeats established patterns. We draw upon research and tools from the School for the Social Future and other resources.



D Designing, Prototyping, Learning from Reality

There's a big difference between good ideas on paper and truly effective actions. We guide our leaders and teams to discover what will **actually** work through prototyping, pivoting, experimenting, and then, finally, scaling.

E Publicity, Community Buy-In, Communication

Buy-in and community support are essential components of every successful intervention. Key leaders must invite, engage, and co-create with citizens. Part of this engagement is leaving people free to participate or not as they see fit; this is an essential antidote to common abuses of power and is vital for a healthy culture. In other words, the invitation to engage is necessary to achieve participation and momentum.

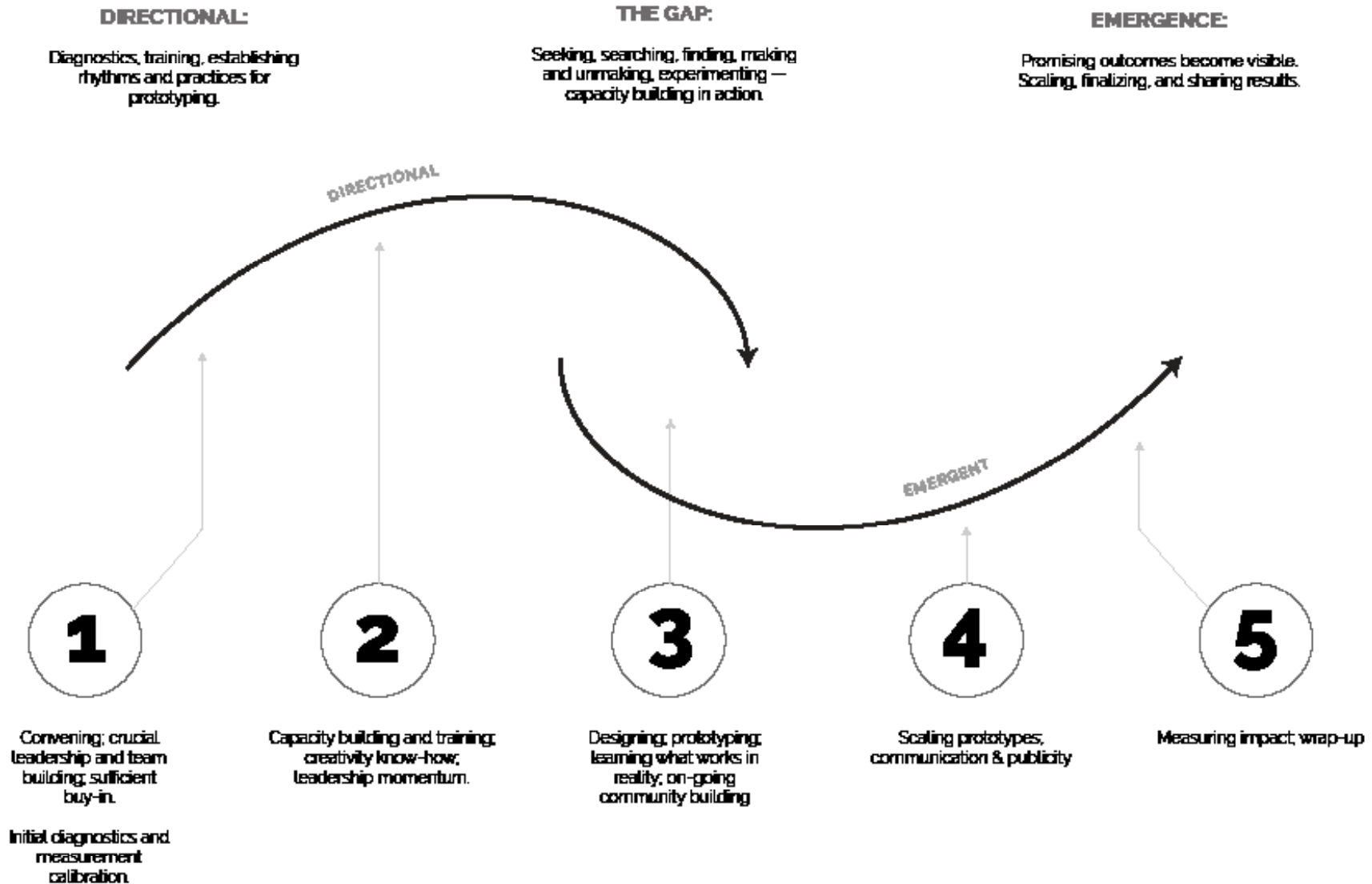
Left: Stakeholders gather in Colorado to collaborate across organizational and sectoral boundaries.

Right: Native Australian women sharing their songs with guests in the Australian Outback.



THE SOCIAL SCULPTURE METHOD:

Over 20 years of using social change methods such as the Social Lab has taught us much about creating strong containers, finely tuned process design, and skilled facilitation. Method is an important part of social change. We've developed a build on current methods that incorporates lessons from creativity and transformation. We call it The Creativity Arc, outlined below.



While every Social Sculpture Project is designed to make positive impact at larger scales, we work with “human scale solutions” in mind — solutions to systemic problems that improve the everyday lives of communities, families, and individuals.



Community inclusion for people with disabilities in Vancouver, Canada



Gateway Zimbabwe is healing violence with creativity and dialogue in communities across the country.

GET IN TOUCH WITH US

We are a community of organizations, artists, teachers, and practitioners who partner with foundations, governments, and mission-driven businesses to collaborate on Social Sculpture projects.

Magenta Studios coordinates and supports these projects; we also run the School for the Social Future, a global learning community dedicated to learning and practicing Social Sculpture.

If you're interested in exploring Social Sculpture for your community, organization, region, or country, contact us or visit our website at magenta.fm/projects

Together, we can help heal and regenerate culture as the most powerful catalyst for social renewal.

