

Managing complexity

The cultural dynamics in everyday life linked to temporal processes of change

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The titel

- **“Cultural”** - complex a) ideas and modes of thought, b) forms of externalization of meanings, c) things that make human everyday life and interaction public and shared and d) accessible to our senses, experiences and memories (cf. Hannerz 1992, 7)
- **“Dynamics”** - the elements, drivers and forces in changing processes:
- E.g. social reproduction and learning, inclusion and exclusion, balancing between continuity and the possibility of change.
- **“Future”** as a cultural horizon - a form of difference, that is preoccupied by imagination, anticipation & aspiration (Appadurai 2013, Future as a cultural fact)

Background and interests

- Transdisciplinary background, ethnology, cultural and temporal analysis and ethnographical observations
- What are the temporal processes of change like
- Insight: blogs, texts and pictures, traces, practices around us
- **A) What counts as a signal or evidence of change? When is the new taking place, actually? For whom is the new something new?**
- **B) How are the meanings communicated by us researchers? And how is future made, produced, as a cultural domain?**

1. SITRA – utilizing nature-related experiences

- Report for Sitra (2013), Finnish Innovation Fund (wealthy actor behind development of new business opportunities and capacities)
- **the challenges and possibilities in producing nature related well-being services and products**
- nature related trends and megatrends by reading blogs and other type of media and by looking at the future from many different perspectives and contexts
- contradictory points of view

Julkaisut:

Sleeping outdoors – nature related services

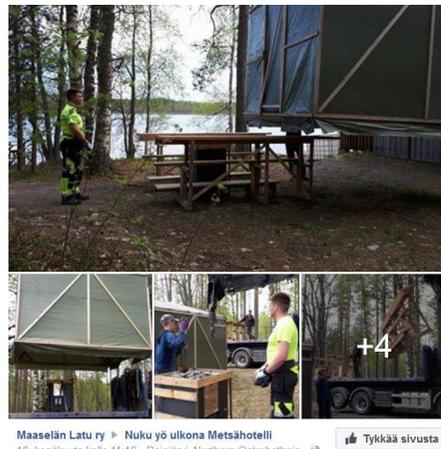


Alternative, controversial trends – all our ideas and things and practices we wish to surround us with

Sleeping outdoors -

- Creative process, value networks
- Cultural facts from a holistic perspective: outdoor sleeping is not just a choice but also a necessity for many without apartments
- Variation between very simple forms and the high technology solutions and services
- **illusion** of sleeping outside, mobile nature
- Hotel advertisement (treehotel.se): "It gives a camouflage so you quickly disappear and become part of the surroundings."
- Technological inventions change or stretch or remove the border between inside and outside.

Sleeping outdoors – actors and value networks



Sleeping outside - culturally bound childcare practice

- Long tradition or practice
- Background: Children sleep longer naps when sleeping outdoors.
- instructions, portals, (choosing the right equipment, discussing the places and the safetiness), networks, services



Tourula & Isola & Hassi 2008, Children sleeping outdoors in winter: parents' experiences of a culturally bound childcare practice. J Circumpolar Health.

Forefood – consumers' food-related expectations and international local food concepts

- Many signals of cultural change inside and outside alternative food systems, managing cultural change would be to foresee the system logic
- Producing whole new systems that imitate the models of dominating food systems <https://www.impossiblefoods.com/burger/>
- Dynamics of exclusion - inclusion
- Need to eat "normally" and fit into normal structures of society/family?

Consumer strategies: Cultural Trade Offs

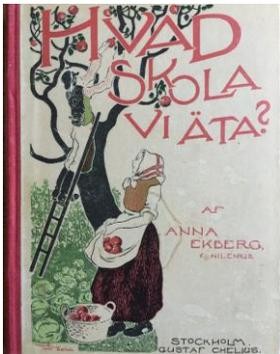


- new alternatives to currently dominating systems and phenomena
- helping people with inclusion
- need to identify and position oneself simultaneously to several systems of meaning
- manage the strange and the familiar

Picture of a traditional herring dish for Christmas table, beans substitute. Lasimestarin sillit > Lasimestarin pavut

<https://www.pohjalainen.fi/erikoissivut/aattoillan-yl%C3%A4tt%C3%A4j%C3%A4t-lisukkeet-1.2176572> 19.12.2016

Meat/Fish/Vege analogues: imitating & borrowing



1899, several recipes of meat and fish imitations

(Tofu 206 BC -220 AC)

- Complexity => increasing number of variety, "new", "old", "hybrid" forms, intermediating nodes and links between the systems
- They can be permanent or temporary (lent) (recreation) (retrite)
- communication between the systems => creates new combinations,
- When does "the new" start?

Managing the future complexity : needs

- There is a **need for organizing the complex systems of action** in a way that give room for alternatives and flexibility, several types of wants and wishes – also systems, that "enables them both to progressively become aware of what they want and to express and fulfill this wish". (Callon 2002, 192) => systems of systems
- Need for accepting that there is a tension between greater complexity and simplification. (Callon 2002, 191-192)
- Need for holistic perspective: The past and the present and the future – constant interaction

Managing Future as cultural facts

- Arjun Appadurai's idea of the future as cultural facts (2013):
- Background: Appadurai wrote (1996) about imagination as a social fact
- **The discovery of the variety of ways in which human beings absorb newness into frames that they always carry with them before the fact.**
- Future as a cultural horizon,
- Emphasized the idea of as humans as future-makers,
- Future as a form of difference, preoccupied by imagination, anticipation, aspiration **made and constructed by us**

References

Project reports:

Kirveennummi, Anna & Mantere, Johanna & Heikkilä, Katariina 2014. Kohtaamisia lähiruoka-ajattelun kentällä. Havaintoja ulkomaisten lähiruokayritysten tarjontakonsepteista ja kuluttajien osto ympäristöistä. In: Ruoka lähellä, kuluttaja kaukana? Näkökulmia lähiruoan kysynnän ja tarjonnan kohtaamiseen. MTT Raportti 154, 62 s. **FOREFOOD "Local food – distant consumer? Aspects for meeting the demand and supply of local food" Summary in English.** Project publication is only in Finnish" (Based on a virtual fieldwork among new food and service concepts)

Heikkilä, Katariina & Kirveennummi, Anna 2013. **Tulevaisuuskuvia luontokokemusten hyödyntämisestä** – Luonnosta hyvinvointia, palveluja ja liiketoimintaa. Tulevaisuuden tutkimuskeskus, Tutu e-julkaisuja 4/2013. In collaboration with SITRA.

Both are open access documents and published online.

Literature

- Appadurai, Arjun 1996 The Social Life of Things: Commodities in Cultural Perspective (Cambridge Studies in Social and Cultural Anthropology)
- Appadurai, Arjun 2013. The Future as a Cultural Fact
- Callon, Michel 2002 – Writing and (re)writing Devices; In: Complexities: Social Studies of Knowledge Practices. Eds. Law & Mol.
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- Tourula & Isola & Hassi 2008, Children sleeping outdoors in winter: parents' experiences of a culturally bound childcare practice. J Circumpolar Health.

www links

- <http://historycooperative.org/sleeping-in-a-short-history-on-sleep-before-the-industrial-revolution/> [8.6.2017].