

Abstract FNE-Project

Responsible for the project

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Creative Art Forms for Sustainability

Abstract

The project envisions to contribute to the societal sustainability transformation. Based on contemporary methods deriving from social anthropology and ethnomusicology (e.g. sensory ethnography), scientific evidence and our own experience, we are convinced that creative artistic approaches (music, performance, fine arts) are an effective way for turning theoretical concepts into real-life experiences and to thereby eliciting emotions, which can be a door to initiate change in people's behaviour. Therefore, we want to use the power of emotions and creative art forms, combine them with relevant messages for sustainable development, and let the creations find their way into society. Creations could be, for example, a street performance, a short movie, storytelling in an audio-podcast, cartoon, paintings, songs etc. Such creative, artistic messages can raise awareness for sustainable development and sustainable behaviour much more compared to, for example, written reports.

The goal of this project is to co-design and co-implement a joint course for master students from three study programmes (World Arts and Music, Musicology, Sustainability Transformations), in which the students (and lecturers) can learn from each other and jointly create impactful messages for sustainable development. These 'artistic sustainability messages' shall be made public for an impact in society as well as academia.