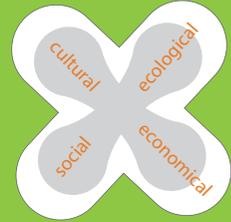


The Flower of Sustainability

Insa Winkler
Oleg Koefoed

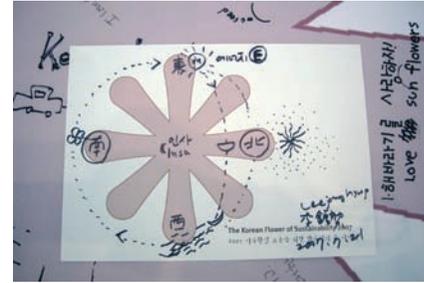


The Flowers of Sustainability



Original „Flower of Sustainability“
by Insa Winkler 2007

Flowers are used to inspire and bring issues around climate change closer to real life. Every separate performance calibrates to the situation in which it is performed (country, culture, language and issues). For each event, a series of postcards are created, that serve to promote the event, for reflection and „rough copies“ during the work with the flowers. Some of them ending up as small statements of their own as a personal sustainable expression.



The concept of the „Flower of Sustainability“ is a bridge between art, science and philosophy.

Oleg Koefoed and Insa Winkler have been collaborating around sustainability and intervention from an artistic and action philosophical perspective and developing environmental education and sustainable philosophy through “microevents”, graphics and writing and with a gentle reframing of lines of thought and work. The aim is a dialogical event that leads to reciprocal learning, rather than teaching anyone how to work and think. The approach was developed through experiences in Italy, Germany, Denmark and South Korea, Kyrgyzstan and China so far.

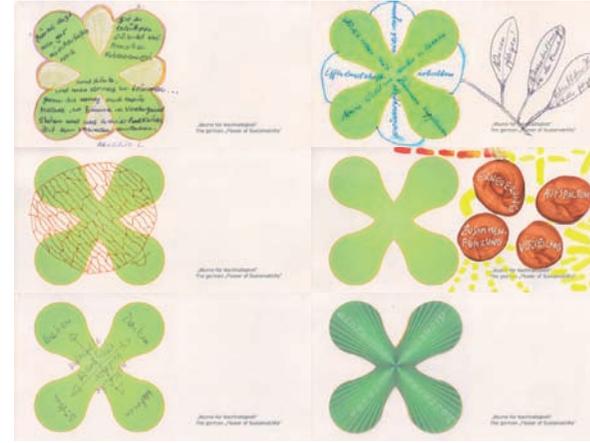
South Korea/Yian Gallery, Daejeon 2007

Environmental Planning



Germany/Brandenburg/landKunstLeben e.V. 2008

With a promise for the preservation of the natural resources on our earth, also for the following generations, the definition of sustainability is connected to the social, ecological and economical civil rights. To some extent, the unmentioned culture is not rooted as an action of this sustainable convention, but counts more as a catalyst in a permanent superseding process; yet, culture stands behind these three columns of sustainability.



In the age of revelation of Climate Change it applies to each human, just like the biodiversity of flowers, creating our sustainable and future orientated profile to stop our helpless willy-nilly.



Painting and writing on a “Flower Board” with different amount of pedals as possible aspects of culture, which should not be written from left to right, up to down or the opposite, but around from all angels of the completeness of a flower, equals imagining the orbit of the centre, of an aim, of a problem, whose solution would not be achieved by weighting two polarities, but with the request of an approach to the interaction in the composite whole. Even discrepant points in a circle are giving another meaning than on a list.



A five meter high and wide „flower wheel“, build by Insa Winkler shows the unmediated written paroles of inhabitants from Hamburg.

During several weeks the artitsts intervned with sustainable concepts.



Germany/Hamburg/Altonale 2008

Using and understanding the method of “The Flowers of Sustainability” makes a playable experience and contribution. The flowers become a personal expression, even a plan of important issues.



China/Beijing/CAFA, Asia Europe Foundation 2008



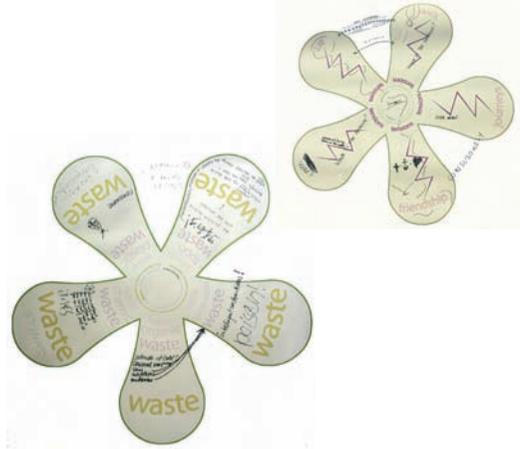
Economical, ecological and social rights (human rights) without the appropriated value added rule remain insufficient. Just like a maladjusted photosynthesis is the result of humans changing the water and nutrient cycles and weakening the atmosphere, advanced processes made by humans make culture sick. Starting from this direct connection, mankind stands face to face to the task, specially represented by science and art, to give rise to a human system, which may realize a culture fulfilling the complexity of our ecosystem and repairing it.

Flowers of Sustention

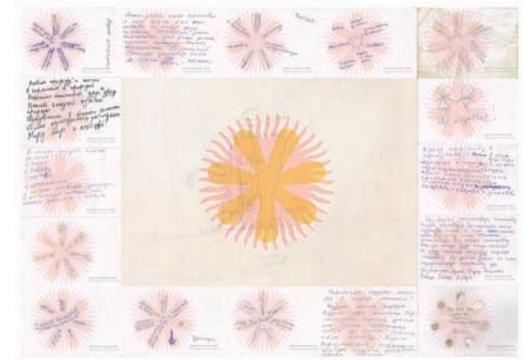


Italy/Venice Biennale/Cultura 21 2007

We create a flow from the very personal view on environment and future , into situations of personal and collective choices about how to change conditions.



The collective intuition is a pivotal point in the way we work with the participants. This phenomenon can briefly be translated as a form of collective work that moves through bodies and between minds. Collective intuition allows for decisions to be made in a way that is not based on discussion or argumentation, but on co-sensitising and emotional understanding. So we try to give it good conditions, let ourselves immerse into it, and enjoying that it works through other channels than the verbal and the purely mental. This makes collective intuition a useful approach for work across culture divides.



A horse ride from yurt to yurt meanwhile collecting knowledge of Kyrgyz Nomads.



The world is seen through the eyes of movements between people, of the voices of walls, journeys or spaces and of all the small affectual and tensional changes that take place during an event. This is not a matter of disregarding that sustainability is also about big issues such as climate change or international politics. On the contrary, the point is that these are also often made up of microscopic changes and eventualities, creating so much complexity that we give up looking it up. The aim is to assist the forming of a kind of microculture of reflections made by all and one, yet never really by any one part alone.

Kyrgyzstan/Bishkek Art Center 2008



The methodical and collective working on “Flowers” with themes and emphasis makes it easy to find conceptual components of a specific possibility of sustainable action. Like a bouquet it can be planted in a personal or common receptacle.



Germany/Delmenhorst 2009

„What can I do as a single person“

We work starting with a very personal perspective, moving eventually to the discovery of the numerous possibilities that occur out of the common reflection and game-playing processes.

Create your own sustainable expression in your neighbourhood !

Imagine that you could change the world to a better and more sustainable place. Think for example of four dimensions: social, economic, ecological and cultural change. How would that look to you?

If you are in a group, you can split the task and take turns at writing and drawing. Take turns at driving imagination and building on the ideas of the others or take it with you and connect it to another event. The flowers are yours.

You are very welcome to take the template with you and invite others to play with the flowers and ideas and visions. This way, one flower after another can grow across the city and transform it to a multiple garden full of voices about the future of the planet.

You are welcome to send your „Flower of Sustainability“ to the .blog Flower of Sustainability. Downloads of the *flower templates* are available on our website.



It’s easy to draw the Flowers of Sustainability on the street, on a pavement, on a board: a bit of chalk or pencils, a template, a pavement, a card-board. You’re ready to start.

workshop at “Ausgezeichnet Festival Oldenburg 2009“

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