

**'BIG NEW IDEAS' ARE NO LONGER THE EXCLUSIVE DOMAIN OF  
UNIVERSITIES OR CORPORATE RESEARCH LABS**

***'Innovating Innovation' at Media Lab Europe Showcases New  
Ways to Grow an Innovation Culture within Corporate Culture***

DUBLIN, 11 February 2003 -- Innovating Innovation, a Media Lab Europe Open\_House today looked at how 'big new ideas' are no longer the exclusive domain of university or corporate research labs. Speakers including Joe Paradiso from the MIT Media Lab and Rolf Jensen, author of *The Dream Society*, explored new ways to grow an innovation culture within organisations, suggesting that chaos needed to be welcomed along with multi-disciplinary teams.

"Corporations need noise in the system, clashing perspectives and just enough organisation," said Joe Paradiso of the MIT Media Lab. "The customers that want things 'quicker, cheaper and faster' and employees prepared to endorse the 'norm' are the ones that can track you into a rut. Companies need to listen to crazy ideas and crazy customers as it is edge not average that will make innovation thrive."

Rolf Jensen picked up on this theme, describing our mental DNA as being made up of order and chaos, believing that if we don't accept chaos we can never truly innovate. Addressing CEOs in particular, Jensen said, " Observe your 'Dragon Gates,' (the division between order and chaos) as these are what will make a difference between success or failure. You need to be strong enough to manage the passage between order and chaos, allowing some chaos, as this is where the energy comes from."

Jensen also questioned the validity of corporate mission statements arguing that story telling is a far more effective mechanism of creating understanding of what organisations do.

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## **2-2-2-2 'Big New Ideas' are no Longer the Exclusive Domain of Universities or Corporate Research Labs**

He said, "We are in the twilight of a society based on data. As information and intelligence become the domain of computers, society will place new value on the one human ability that can't be automated: emotion. Imagination, myth, ritual -- the language of emotion -- will affect everything from our purchasing decisions to how well we work with others."

"Storytelling will even affect the way companies hire and retain employees. Companies will recruit people based on how they express their spirit. Marx may have been right: In an ideal society, employees will own the means of production -- in their heads and in their hearts."

The benefit of multi-disciplinary teams as apposed to 'egos' was also addressed with all speakers agreeing that the way we innovate has changed.

**ENDS**

### **About Media Lab Europe**

Leveraging the innovative and entrepreneurial operating model of the world-renowned MIT Media Lab, Media Lab Europe adopts an interdisciplinary approach to researching the ways in which new technologies expand human potential. Media Lab Europe's home is in Dublin where it was established two years ago as a 10 year joint venture between the MIT Media Lab and the Irish Government. 100 people work for the not-for-profit Research Institute, across seven groups and supporting areas. To find out more about Media Lab Europe please visit [www.medialabeurope.org](http://www.medialabeurope.org).

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