

Tradition / Innovation



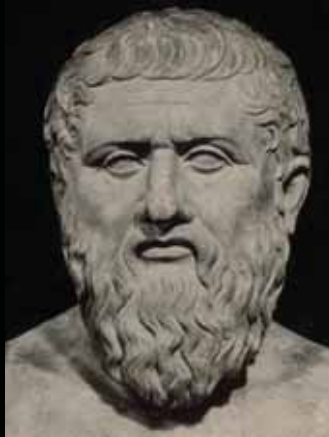
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Which phrase is more paradox?

A: Sustainable Tradition

B: Sustainable Innovation

Tradition / Innovation



Crete / 17th century BC



Picasso / 1942 AD

What is tradition?



Tradition (1895) / Tympanum / Library of Congress

„Tradition is sloppiness!“



Theodor W. Adorno / Gustav Mahler

„Tradition is sloppiness!“

Tradition a burden for innovation?

*Overcoming tradition when incapable
of problem-solving?*

Theodor W. Adorno / Gustav Mahler

What is tradition?



tradere:

passing on / handing over

from generation to generation

from past to present to future

sustaining heritage

What is innovation?

innovare:

re-newing / re-inventing

re-designing / re-shaping

creativity / avant-garde



Is Picasso tradition? Or avant-garde?



Crete / 17th century BC



Picasso / 1942 AD

Is Duchamp tradition? Or avant-garde?



Marcel Duchamp / 1917



Hieronimus Duquesnoy / 1619

Tradition enables Innovation

Innovation is the art of sustaining the tradition for future generations by re-designing it in order to tackle the challenges of the present.

Tradition enables Innovation

„ There is no creation without tradition; the new is an inflection on a preceding form; novelty is always a variation on the past.“



Carlos Fuentes / „Myself with Others“ / 1988

Tradition enables Innovation

*Navigating towards
a sustainable future
is only possible with
a rear view mirror!*



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