

Taking Ideas From the Edge and Bringing Them Into Your Core: Integrate to Innovate

Knowledge Issue:
Have we as a species reached our peak of
originality and innovation?

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So what can we conclude from this?

- Much of what we do is no longer innovation but improvement of old technologies
- Of our old ways of doing things some are improved and some are replaced because they are highly technical and specialized
- We must find new ways to foster innovation and creativity (think ecology)
- It is impossible to know if we have a teacher or peak until we feel our decline, which does not seem to have happened yet



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Pop Culture - The Arts

To what extent is art being reinvented?

The question of how the arts are reinvented is a complex one. It is not just about the creation of new works, but also about the way in which existing works are reinterpreted and reimagined. This process is often driven by cultural shifts, technological advances, and the desire for novelty.

For example, the rise of digital art and virtual reality has opened up new possibilities for artistic expression. Similarly, the resurgence of interest in classical music and literature has led to new interpretations and adaptations of these works.

Ultimately, the arts are a reflection of our culture and our values. As our culture evolves, so too do the arts, and it is this process of reinvention that keeps them relevant and meaningful.



Antibiotics - Natural Sciences

Antibiotics are a class of drugs that kill or inhibit the growth of bacteria. They are used to treat bacterial infections and have revolutionized medicine. However, the overuse and misuse of antibiotics has led to the emergence of antibiotic-resistant bacteria, which are a major public health concern.

Natural scientists are working to understand the mechanisms of antibiotic resistance and to develop new drugs that can overcome these resistant strains. This research is crucial for ensuring that antibiotics remain effective for future generations.



What is innovation?

Innovation is the process of creating something new, whether it is a product, a service, or a process. It is often associated with risk-taking and experimentation, and it is a key driver of economic growth and progress.

There are many different types of innovation, including technological innovation, business model innovation, and social innovation. Each type of innovation has the potential to transform the way we live and work.



Infrastructure - Human Sciences

Infrastructure is the basic physical and organizational structures needed for the operation of a society or enterprise. It includes roads, bridges, water supply, and communication systems.

Human sciences, on the other hand, are the study of human behavior and society. They include fields like psychology, sociology, and anthropology.

The intersection of infrastructure and human sciences is a rich area of research. For example, understanding how infrastructure affects human behavior can help us design better cities and communities. Similarly, studying human behavior can help us understand how to build more resilient and sustainable infrastructure.



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Profile - US - Health

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Limits in the Numbers
Creativity has boundaries, which leaves us with limitations on which we are able to produce.
Visual/Fine Art: Types of media, elements and principles
Music: Types of instruments, amount of different notes and chords
Literature: only so many words and ways to combine them
Performing: restrictions on what the body can do i.e. ways of dancing and acting

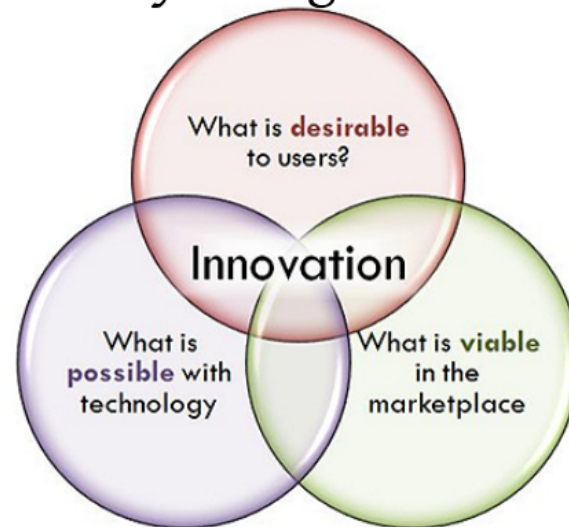
Human Sciences

- Space flights**
Invention will revolutionize how we live. The first commercial space flight is expected to happen in 2017.
- Military Aviation**
Innovation will revolutionize how we live. No more commercial aviation.
- Skycrappers**
Taller design - 100s of stories. No more innovations. Perfecting.

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What is innovation?

Something new or different introduced that leaves a lasting impact and significantly changes how we live



Originality & Innovation vs. Creativity & Invention

Originality and innovation is creating something

What is originality?

The ability to transcend ideas, rules, patterns, relationships, or the create meaningful new forms, methods, inte etc.

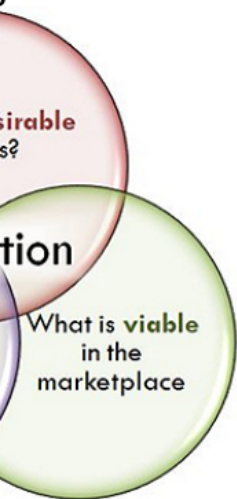
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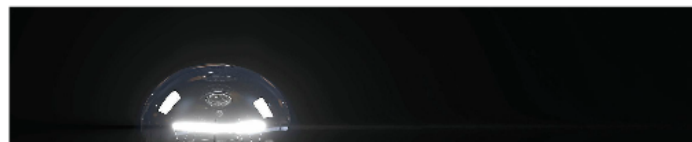
**Innovation vs.
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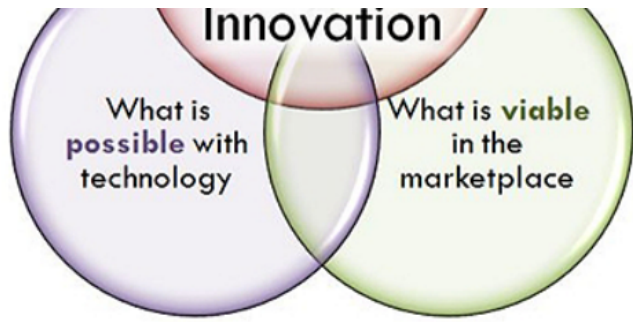
Innovation is creating something

What is originality?

The ability to transcend traditional ideas, rules, patterns, relationships, or the like, and to create meaningful new ideas, forms, methods, interpretations, etc.

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Originality is Lost.

Originality & Innovation vs. Creativity & Invention

Originality and innovation is creating something entirely new. Creativity and invention is tweaking something that already exists.

Originality & Innovation: First light bulb

Creativity & Invention: Fluorescent light bulb



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Antibiotics - Natural Science

An end to easy cures?

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The discovery of new antibiotics has slowed in recent years while drug resistance to existing ones is on the rise.

During the past three decades, only two new classes of antibiotics have been found, and sales shrank to \$14.4b in 2010 from \$16.1b in 2000.



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Profits vs. Health

- Drug companies promote antibiotics as fix all solution leading to overuse, especially in developing nations
- Many companies will cut funding if research does not produce a product quickly
- Antibiotics are not taken for long periods which drug companies see as a limited source of revenue

This leads to overuse of old antibiotics and lack of new ones.



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A post-antibiotic era?

“A post-antibiotic era means, in effect, an end to modern medicine as we know it”

“Things as common as strep throat or a child’s scratched knee could once again kill”

“inexorable increase in antimicrobial-resistant infections, a dearth of new antibiotics in the pipeline and little incentive for industry to invest in research and development has led to a need for innovation”

- Margaret Chan, Director General of the World Health Organization

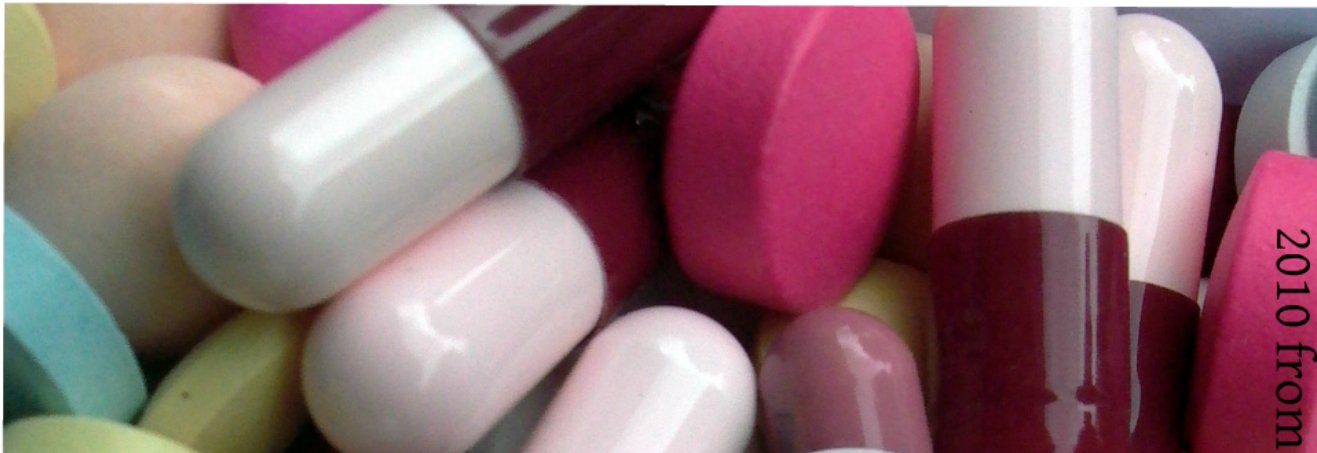


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Reinstatement of natural selection?

Antibiotics are the center piece of how we treat illness. Finding new ones will become increasingly difficult. How can we deal with this?

Dr Nichols (drug scientist at leading medical corporation) is therefore hopeful that with the right investment and commitment, drug makers can keep battling to outsmart the bugs. "The science is there. It can produce antibiotics," he said. "It's a tough job, but is in principle doable."
- The Telegraph



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