

Innovation

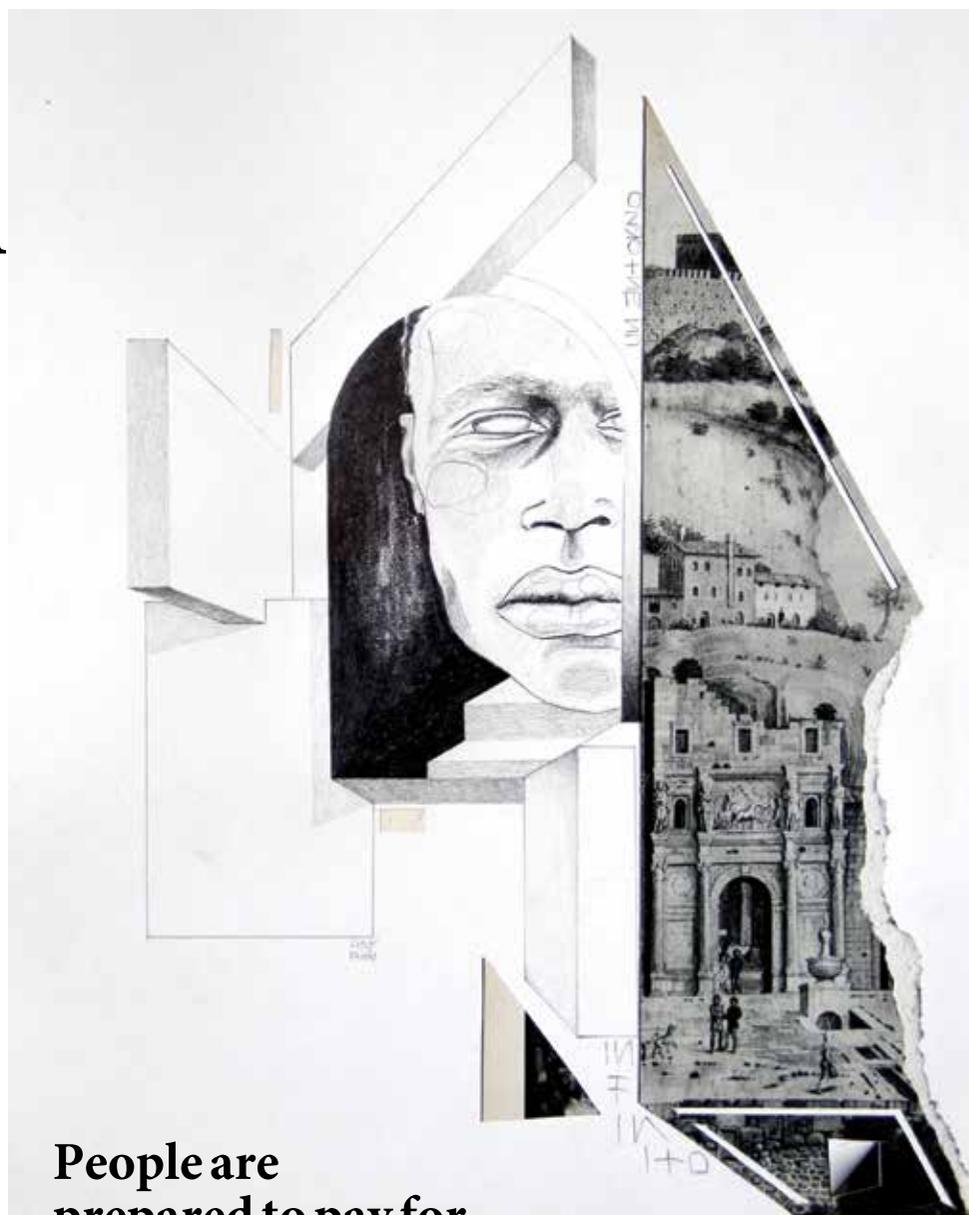
By
JUAN CARLOS BAUMGARTNER

Illustration
ZAMARRIPA

“**INNOVATION** is the skill of seeing change as an opportunity and not as a threat”: Steve Jobs. The idea and definition of “innovation” has been the topic of conversation among many specialists, there are hundreds of books and dozens of universities existing today which have adopted the subject as the center of their theses and, generally speaking, the majority conclude that innovation is the capacity of creating solutions for problems which many did not even know existed.

According to many institutions and experts, innovation, in its most basic definition, is the process of creating ideas and transforming them into inventions which change into services or products that generate a value for consumers for which they are prepared to pay. However, is this sufficient? I am personally convinced that great innovations should contribute a benefit as such to the persons who are not only prepared to pay for this, but also to do everything possible – even though this implies for them great effort – to achieve this detonator which will improve their lives to a reasonable extent. We live in an era without precedent, never in the history of mankind have we been faced by such giddy and accelerated changes.

At the present time around 10 exponential and not lineal development technologies exist, these are developments and, therefore, socially we are not prepared to confront them. It is often difficult to understand the actual differences between both types of development. In an average organization, from 85% to 90% of the innovations are minor, and in the end this type of detonate seldom generate changes in these organizations or are necessary contributions for their survival.



People are prepared to pay for the transcendence of innovations.

@zamarripa.mx

“We model our buildings, afterwards we model them again”: Winston Churchill. Look out your window and tell me what you see. What a high percentage of the planet’s population see on looking out the window are environments constructed by the human being.

At the present time, according to the United Nations, almost 60% of the planet’s population live in urban settlements, and by the year 2050 close to 70% will live in cities. At the present time 28 mega cities exist, that is, cities with a population of over 10 million inhabitants. What the majority of the population see from their window has been built and, in some fortunate cases, designed by human beings. Unfortunately 85% of the buildings are not the result of a real design process, and thus the matter of how the design affects people is seldom a matter for discussion. The lack of attention which has been accorded to design is affecting our lives.

In 1943, Winston Churchill, after Germany destroyed the House of Commons with its bombings, convinced parliament to set aside resources for the reconstruction of a space identical to that destroyed, a rectangular space with two lines of benches facing one another to accommodate the two opposing parties. The argument used by was a phrase which passed unnoticed for many years, and shows the Chancellor’s clearness of thought Churchill and reflects the importance of architecture in the generation of a culture: “We shape our buildings; thereafter they shape us”.

In the forties, Churchill was already aware of something society has taken a long time to accept; the architecture we shape shapes us in return. The environments built determine who we are and how we behave in the physical, social and cognitive world. **g**

@baumgarj