

“We need to distinguish between the logical future, which is the development of the present – and the desired future, which is the world we want to create”.

This statement represents the guiding vision for the exhibition ARARAT, shown at Moderna Museet in Stockholm April – July 1976. The exhibition was the product of a large group of people such as artists, architects, researchers, and engineers brought together in a project called Alternative Research in Architecture, Resources, Art and Technology – ARARAT!

Students from SKH, Stockholm University of the Arts have been working, thinking, and sitting with this together. Creating, provoking, and forgiving. Lumbung, Collective wisdom and future making. MA program The Art of Impact are after one year in the middle of their education and present work from spring semester 2023 in this exposition.

The Master's Program in Film and Media with the specialization The Art of Impact is focused on how art has an impact on society and how art can change the society we live in. The program is research preparatory and consists of two years of full-time studies at advanced level. The Art of Impact is a low-residency program with one–two residencies each semester spread out across Europe. Working in different formats and new technology on digital platforms, the students deepen their understanding of storytelling and its potential impact on their audiences. Methods of studying the audience through analyzing audience psychology and perception, as well as hands-on experimenting with creative ways to engage and communicate with the audience. Questions around the nature, role and praxis of entrepreneurship and leadership within the cultural and creative fields are explored: World-building methodology, Digitality, strategies for change and value creation. Impact production and Cultural and creative leadership and entrepreneurship applied.

How can we understand the relationship between the arts world and a rapidly changing society?

Tinna Joné runs this program together with Christer Windeløv-Lidzélius , Principal and CEO of Kaospilot who holds an MBA from Heriot-Watt in Scotland and a PhD from Tilburg University in The Netherlands in the intersection of innovation, leadership and strategy. Tinna is Assistant Professor of Documentary Storytelling and head of Film and Media subject at SKH. Research about reality in the digital media landscape, exploring how new technology can support development towards more equal representation in the contemporary documentary narrative. 30 years professional experience in film and media.

Together Christer and Tinna develop Art+Tech Lab and explore possible futures by research on entrepreneurship and storytelling with immersive technologies in a transformative way.