

CICAT ➤ 2025

Visual Catalysts for Sustainable Circular Economy



Phoang Hoang: Toy (2019)

Transition to sustainable circular economy requires us to radically *re-imagine* “what was,” “what is,” and “what might be” in business and society.

Re-imagination is necessary both in the smaller scale: What else an individual piece of material could be after it has served its current purpose?, and in the bigger scale: How we as a society could operate in less wasteful ways?

Art can inspire and nurture our imaginative capabilities needed for this change. Art stands out when images “hook” or “seduce” the observer by disrupting the ways of looking, interpreting or acting we have considered normal (Suonpää 2020.).

Art addresses all our senses, invites us to connect to our emotions and encourages us to express our own creativity. With awakened senses, we can create mental images that have the power to create new realities.

Artists are vital agents in encouraging imagination and opening channels to participate in change making.

Art empowers us to face the reality with honesty, re-imagine possibilities with hope, engage in exploratory dialogue with others, and act on the possibilities so that a more sustainable future can start unfolding from the now.

By questioning the current imaginary, we can start to re-imagine a prospective narrative that directs us to envision what is possible, generate scenarios that build on the strengths and possibilities of the now and focus on proficiencies. Such discourse leverages learned optimism, invites into active and intentional cognitive reframing of current reality and managing based on images of future.

Envisioning what is possible and desirable in the future reinforces our ability and power to act now so that such a future can unfold. (Thatchenkery, 2005.)

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