

SOCI 282
Social Innovation and Creativity
사회혁신과 창의성

협업: 창의성을 자극하는 사회적 관계

김수한 교수
고려대학교 사회학과

9/20/2022

나의 꿈이 거부당한다면...

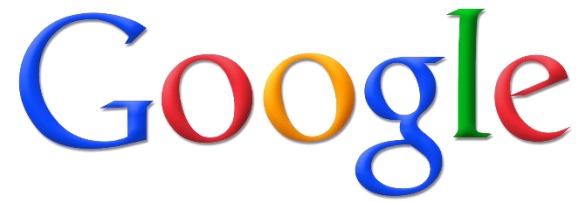


The Luncheon on the Grass (1863), Manet
풀밭 위의 점심식사

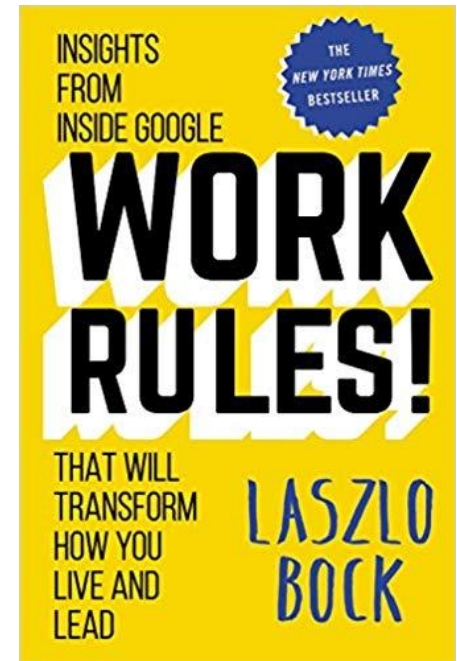
- 이 그림은 어떤 점에서 새롭고, 혁신적인가?
- 사회적 기반이 불안정한 사람이 자신의 생각과 재능이 거부당하고 조롱 받는다면, 어떻게 자신의 꿈과 비전을 실현시킬 수 있을까?

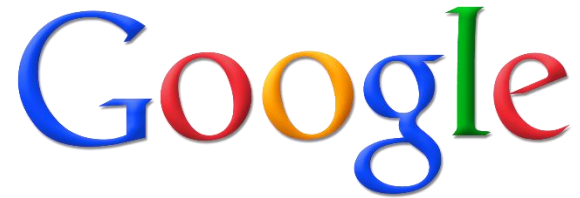


Google was founded
in 1998 by
Larry Page (1973 -)
Sergey Brin (1973 -)



- “Many of the most meaningful, beloved, and effective people practices at Google sprouted from seeds planted by Larry and Sergey.”
- “Larry and Sergey had **ambitions** beyond developing a great search engine. They started out knowing how they wanted to people to be treated. ... they both wanted to create a company where **work was meaningful, employees felt free to pursue their passions, and people and their families care cared for.**”





“Over time I’ve learned, surprisingly, that it’s tremendously hard to get teams to be super ambitious.... They tend to assume that things are impossible, rather than ...figuring out what’s actually possible. **It’s why we’ve put so much energy into hiring independent thinkers at Google, and setting big goals.** Because if you hire the right people and have big enough dreams, you’ll usually get there. And even if you fail, you’ll probably learn something important.”

By Larry Page, Google Cofounder (from *How Google Works*)

1874 - The First Impressionist Exhibition



Impression, Sunrise (1873) by Monet
인상, 해돋이

Louis Leroy

(루이 르흐와, 기자/미술 비평가)

What does the canvas depict?

Look at the catalogue. "Impression, Sunrise".

"Impression--I was certain of it. I was just telling myself that, since I was impressed, there had to be some impression in it...and what freedom, what ease of workmanship. Wallpaper in its embryonic state is more finished than that seascape."

Grand Canal, Venice 1881
Pierre-Auguste Renoir (French,
1841–1919)

When Renoir's Venetian pictures were first exhibited, one critic called them "the most **outrageous** series of ferocious daubs that any slanderer of Venice could possibly imagine."



They constituted **a radical departure from traditional Venetian vedute**—sober view paintings emphasizing the city's famous monuments. Barely recognizable as the stretch of canal between the Ca' Foscari palace and the Rialto Bridge, Renoir's picture dissolves stone façades into a lacy pattern of color no more material than water or clouds.

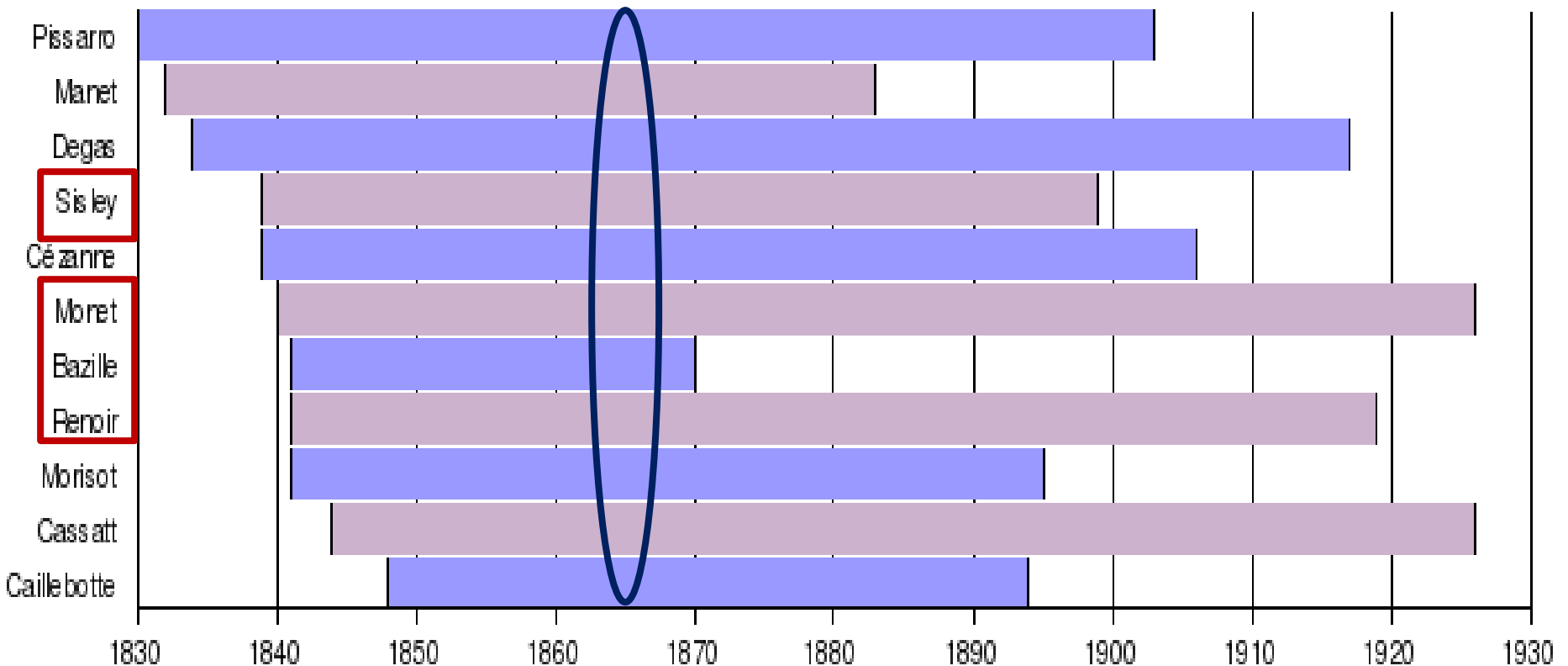


Canaletto, Venice: the Riva degli Schiavoni, c. 1740 – 1745
지오반니 안토니오 카날 (카날레토)



Canaletto, The Entrance to the Grand Canal, Venice (c. 1730)

Lives of the Impressionists





Diogenes, 1860 by Jean-Léon Gérôme
디오게네스, 장레옹 제롬

디오게네스 (404-323 BC), 견유주의(犬儒主義) 철학자

The Greek philosopher Diogenes is seated in his abode, the earthenware tub, in the Metroon, Athens, lighting the lamp in daylight with which he was to search for an honest man. His companions were dogs that also served as emblems of his "Cynic" (Greek: "kynikos," dog-like) philosophy, which emphasized an austere existence.

장레옹 제롬 (1824-1904)

Three years after this painting was first exhibited, Gerome was appointed a professor of painting at the [Ecole des Beaux-Arts](#) (School of Fine Arts) where he would instruct many students, both French and foreign.

고전주의 화풍

- At the time the Impressionists were forming their groups, classicists dominated the jury, and they rewarded those who followed the formulas taught in the studios approved by the academy.
- The kinds of work they approved are illustrated by Cabanal's *Venus*, which won the first prize at the Salon in 1863.
- 역사, 종교, 신화



Salon des Refusés (Salon of the Rejected)

– an exhibition of rejected works (落選展)



The Luncheon on the Grass (1863),
by Edouard Manet

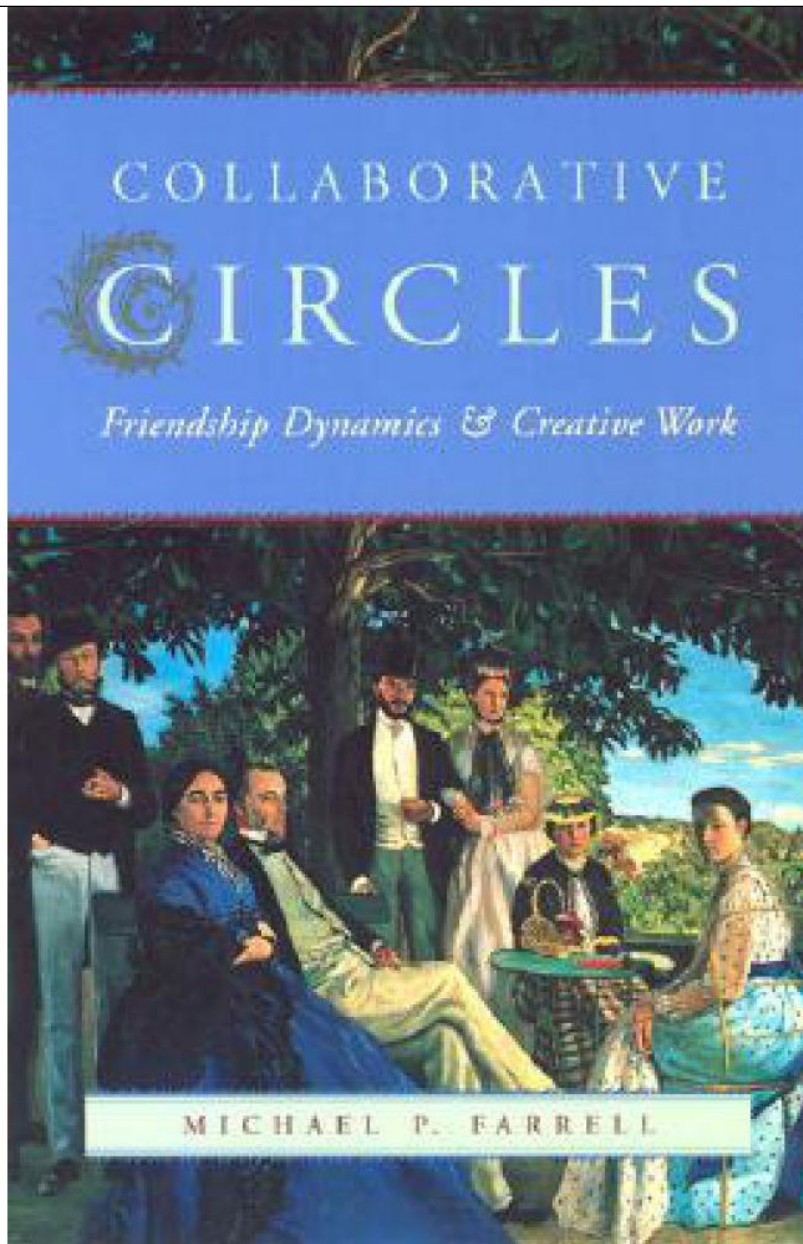
- Journalists scorned it as obscene and **ridiculed his painting style as crude and unfinished.**
- Thoré described the nude as an **ugly**...describing the male on the right as one "who doesn't even have the idea to take off his horrible padded hat outdoors...It's the contrast of such as antipathetic animal to the character of a pastoral scene, with this undraped bather, **that is shocking.**"

나의 꿈이 거부당한다면...



The Luncheon on the Grass (1863), Manet
풀밭 위의 점심식사

- 이 그림은 어떤 점에서 새롭고, 혁신적인가?
- 사회적 기반이 불안정한 사람이 자신의 생각과 재능이 거부당하고 조롱받는다면, 어떻게 자신의 꿈과 비전을 실현시킬 수 있을까?



Group Dynamics and Creativity

동료집단과 창의성

협업서클 Collaborative Circle (CC)

- CC is a primary group consisting of peers who share similar occupational goals and who, through long periods of dialogue and collaboration, negotiate a common vision that guides their work.
 - circles of intellectuals, scholars, artists, activists or various cultural/political/scientific innovators who create a new vision for work in the particular field.

Collaborative circles

- Usually consist of 3-7 individuals in the inner core.
- The members are usually young people in their 20s when the circle forms.
 - They tend to be relative equals in terms of status.
 - They share common cultural, intellectual, political, scientific interests.
- They do not emerge from mentor-apprentice or student-professor relationship, but are driven by a sense of shared rebellion against authority figures or prevailing beliefs or approaches.

Collaborative Circle

□ Vision

- a shared set of assumptions about their discipline, including what constitutes good work, how to work, what subjects are worth working, and how to think about them.
 - a new style (for a group of artists)
 - a new theoretical paradigm (for a group of scientists)

□ Role

- Each member comes to play an informal role in the circle.
 - leader, gatekeeper, lightning rod, devil's advocate...
 - 리더, 문지기, 피뢰침,



Derby Day 1856-58, by William Powell Frith (1819-1909)



Races at Longchamp (1865) by Édouard Manet

- 이 그림은 어떤 점에서 창의적이고, 혁신적인가?



Races at Longchamp (1865) by Édouard Manet

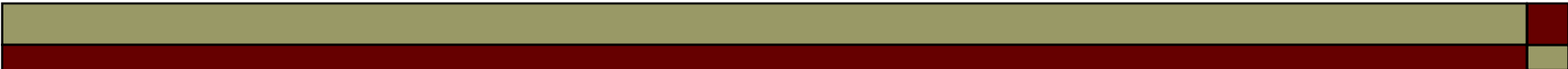


롱샴에서의 경주

“As a pictorial conception, **The Races at Longchamps** is startling. We find ourselves on the racecourse with a cluster of onrushing horses and jockeys bearing directly down on us. With a few judicious exceptions—the vertical starting post left of center; the crisp rectangle of the viewing-stand roof at the right—everything is blurred, a device that heightens the sense of explosive movement of the galloping horses.”



Dance at the Moulin de la Galette (1876), by Pierre-Auguste Renoir



The Stages of Development of Collaborative Friendship Circles

1. Formation
2. Rebellion against Authority
3. Quest Stage: Negotiating a New Vision
4. Creative Work Stage
5. Collective Action Stage
6. Separation Stage
7. Nostalgic Reunion Stage