

**Anne Balsamo (United States)**

**Designing Culture: The Architecture and Performance of Innovation**

We are in the midst of a frenzy of innovation. Technological innovation has been called the single most significant driver for the development of national competitiveness for countries across the globe. While the position of the United States has fallen in the global rankings that measure investment in innovation (from #1 in 2005, to #7 in 2007), countries such as Denmark, Sweden, Singapore, and China are leading the way in cultivating complex socio-technical-political systems that have been explicitly designed to foster innovation based on the development and deployment of new technologies. This talk considers the differences between global efforts to build innovation spaces (as evidenced by the national development of special enterprise zones in Singapore and China, for example) and the rise of DIY culture in terms of the performance of innovation and the manifestation of creativity. The point is to draw out the implications for the development of cultural policies designed to foster innovation.