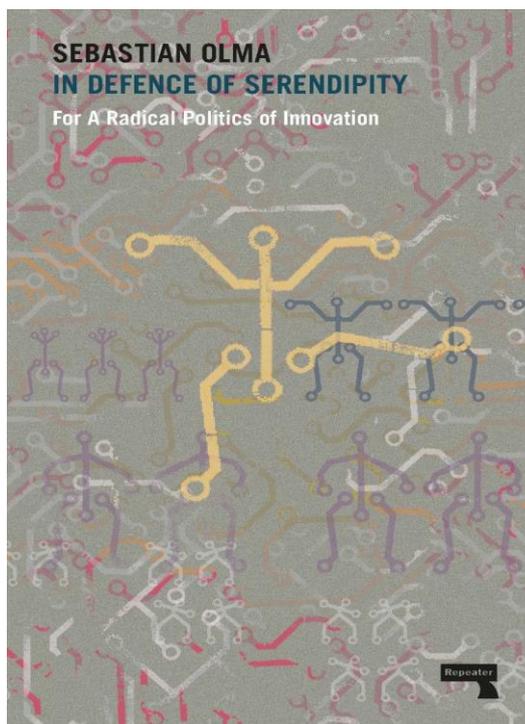




## IN DEFENCE OF SERENDIPITY FOR A RADICAL POLITICS OF INNOVATION

### BOOKLAUNCH AND PUBLIC LECTURE BY SEBASTIAN OLMA (AMSTERDAM)



*In Defence of Serendipity* is a lively and buccaneering work of investigative philosophy, treating the origins of “serendipity, accident and sagacity”, as riddles and philosophical concepts that can be put to a future political use. Taking in Aristotle, LSD, Tony Blair, techno-mysticism and the sharing economy, Sebastian Olma challenges the prevailing faith in the benevolence of digital technology and rejects the equation of innovation with entrepreneurship. He argues instead that we must take responsibility for the care of society’s digital infrastructure and prevent its degeneration into an apparatus of marketing and finance. The alternative is a situation in which the only kind of freedom that remains to us is the freedom to be exploited.

In his lecture, Sebastian is going to attack the current ideologies of innovation and their gymnastics of changeless change. Cutting through the infantile hyperbole of “making the world a better place” he is going to put forward the contours of a radical politics of innovation. The lecture will be followed by a discussion and Q&A lead by Professor Justin O’Connor.

### SEBASTIAN OLMA

Sebastian Olma is an Amsterdam-based author, critic and occasional policy advisor with a critical view on the creative industries. He is Professor of Autonomy in Art, Design and Technology at St. Joost Art Academy and Avans University of Applied Sciences in Breda, The Netherlands. In Amsterdam, Sebastian is involved with initiatives of urban cultural activism and subcultural innovation. His latest book, *In Defence of Serendipity: For a Radical Politics of Innovation* was published by Repeater Books, London in 2016.

**DATE:** 14 June, Wednesday  
**TIME:** 4.00 – 6.00 pm  
**LOCATION:** CA\_B/B537  
Theatrette  
Monash University  
Caulfield Campus

**RSVP:**  
<https://www.eventbrite.com.au/e/in-defence-of-serendipity-for-a-radical-politics-of-innovation-book-launch-public-lecture-by-tickets-34788928622>

### ABOUT CULTURE MEDIA ECONOMY (CME)

Culture Media Economy (CME) is a new research unit within the School of Media, Film and Journalism, Faculty of Arts, Monash University. It seeks to explore the triangulation between culture, media and economy by determining and analysing intersections of new financial models, technological advancement, socio-cultural dynamics, and geo-political configurations. It also draws on long standing disciplinary approaches from the political economy of the media; cultural studies; communications studies; cultural economy; as well as emergent research into digital media. It is by pooling these disparate strands together that CME endeavours to provide an understanding of culture, media and economy as fields of academic inquiry and as practice of policy making and everyday life in contemporary times.