

'Be Open': How innovation could save the world

Share this:    

Russia's 'richest woman' Elena Baturina has launched 'Be Open', a London-based project supporting innovation and creativity across business, media, design, education and the arts.

The so called 'creative think tank' aims to form stronger bonds between Russia and the rest of the globe in a bid to rejuvenate the world's declining economic, political and social climate.

In a profit-driven environment, many creative ideas are ignored by investors because they reap little immediate reward. Mrs Baturina believes there is a great untouched store of wealth locked within the hundreds of young artists, designers and entrepreneurs who have yet to be given the chance or money to expand and implement their ideas.

The Billionairess claims to be uninterested in immediate profit. In fact, she denounces consumerism as 'bad for mankind' and believes the future success of civilization relies predominantly on social rejuvenation. She said:

"I am convinced that human ideas and thoughts are often influenced by the visual. If people are shown horrible things then they become aggressive and horrible themselves. But beauty, on the other hand, brings a peaceful society."

With more than enough capital to play with, the savvy Russian has invested nothing short of £50 million in 'intellectual development'. This money will go towards identifying and developing small yet particularly innovative answers to major social problems, which she eventually hopes to transform into workable solutions.

Her main interest is in contemporary Russian art, which she feels deserves more attention from the global art scene. She has devised an awards system to commend original design solutions, and will provide winners with the tuition fees for a top design institute, as well as investment to create prototypes of their concepts.

Do you have an original and innovative business idea? Accountant Directory has compiled a wealth of the most helpful and up-to-date business and tax advice from reliable sources across the web. Please visit [Accounting Areas](#) to explore more.

Visit [beopenfuture](#) to read more about Elena Baturina's project, or view and comment on the original [Financial Times](#) article here.

Share this:    

This entry was posted on Monday, April 30th, 2012 at 2:17 pm and is filed under [Business](#), [Economy](#). You can follow any responses to this entry through the [RSS 2.0](#) feed. You can [leave a response](#), or [trackback](#) from your own site.