



## **TUTZINGER MANIFESTO**

### **for the strengthening of the cultural-aesthetic dimension of sustainable development**

**We**, the undersigned, call on the politicians and all other participants in the centenary project 'Future Feasibility' to promote the structural integration of the cultural-aesthetic dimension in the strategies for implementation of sustainable development at the World Summit on Sustainable Development 2002 in Johannesburg.

The theme of sustainable development encompasses a *cultural* challenge, as it requires a fundamental revision of accepted norms, values and practices in all areas - from politics to business and daily life. Sustainability *needs and produces* culture: as a form-creating mode of communication and action, through which value orientation is developed, reflected and changed, and economic, ecological and social interests are balanced.

The Agenda 21 resolved at the 1992 World Summit on Environment and Development in Rio, concentrated on the interrelation of economy, ecology and social environment as a strategy for feasible future development. Furthermore, the action programme highlights the significance of the participation of all parties, thereby including a forward-looking opportunity for democracy. The Rio declaration already addresses the spiritual-creative dimension in one section of Article 21, '... the creativity, the ideals and courage of the young people throughout the world must be mobilised'. Nevertheless, culture and aesthetic form are not taken into consideration in accordance with their social development potential.

The UNESCO Summit on Culture and Development in Stockholm in 1998 determined and recognised sustainable development as the basis for the retention and global promotion of cultural diversity. The main principle of the action plan resolved in Stockholm - The Power of Culture - is that sustainable development and the flourishing of culture are interdependent. In an increasingly specialised world, however, the necessary network has not yet been methodically set up.

In view of the above, we believe it to be of paramount importance to unite the principles of Agenda 21 and cultural politics. The concept of sustainable development can and must be strengthened and advanced to a point where culture is afforded an importance equivalent to economy, ecology and the social framework, as a cross-sectional dimension. It is all about understanding and realising the design of the economy, ecology and the social framework dimensions, based on diversity, openness and mutual exchange, as a cultural-aesthetic form of sustainability. Perspectives for the future can only be jointly secured in a closely interwoven world. Globalisation needs intercultural skills in the dialogue between cultures.

**What exactly is sustainable development? Does it have its own forms, patterns, styles and its own materials and designs? How can you promote creative behaviour, based on inspiration and emotion, on sensual perception and openness? How can people live their values independently and even egoistically? How do you differentiate aesthetically between sustainable life and commercial styles, and the prevailing unsustainable production, work and life forms?**

If sustainability is to be attractive and fascinating, if it is to appeal to the senses and convey a meaning, then beauty becomes an elementary component of a future that has a future, a way of life to which all people are entitled.

For the Agenda 21 to be successful it is critical to integrate participants with the ability to bring ideas, visions and existential experiences alive in socially recognisable symbols, rituals and practices. This increases the chance that the sustainability project - for many to date exclusively an environment programme - will be acknowledged as a strategy to assure individual freedom of development for current and future generations. The extent to which the sustainability debate is seen to take the offensive in tackling the field of cultural practice increases public awareness, enhances the attraction and social prestige.

We therefore call on all negotiation delegations to lay the foundation stone in Johannesburg for a more animated interchange between natural and social science strategies on the one hand, and cultural-aesthetic design skills on the other. The further development of Agenda 21 should be open structurally to the development potential of culture and aesthetics. Only then will sustainability be afforded its proper form.

The source of this manifesto is the conference 'Aesthetics of Sustainability', held from 20-22 April 2001 at the Protestant Academy Tutzing. The participants represented the entire spectrum of creative design - art, architecture, film, design, advertising, municipal and rural development - as well as the ecology and sustainability sectors..

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