

CREATIVE ASSIGNMENT



CREATE A CONCEPT FOR THE FOLLOWING CLIENT'S CASE:

CRAFTING TOMORROW'S LEADERSHIP ECOSYSTEM – KØN'S QUEST FOR INTERGENERATIONAL NETWORKS

BACKGROUND

In our increasingly complex and dynamic world, where generational shifts significantly impact societal norms and professional landscapes, the intersection of Generation Z and the business community stands as a central point for transformative change. Our world is facing many interconnected crises that can only be addressed through collaboration across sectors, interests, genders, generations, ethnicities, and socio-economic backgrounds.

KØN – Gender Museum Denmark wants to bridge this generational gap, acknowledging that the current leaders must navigate and adapt to the landscape shaped by the values and practices of younger generations. KØN's vision is to inspire curiosity, dialogue and reflection concerning diversity, equality and power relations, and as such this project is in extension of that core vision.

As the emerging generation take the first steps toward becoming the leaders of tomorrow a unique challenge arises – bringing together the existing business culture and practices with the distinct identity and values of Gen Z, in a world that demands action and new approaches.

THE ASSIGNMENT

The future of work is evolving, and KØN envisions a proactive approach to this evolution. We believe in the power of connection, dialogue, and mutual understanding as a driving force for meaningful change. To bring this vision into reality, we want to create a physical network for open dialogue between Generation Z and current business leaders. This network, a catalyst for a paradigm shift, aims to forge common ground for an inclusive and sustainable workplace culture—one that transcends generational boundaries and that is in service of a more inclusive and sustainable world.

At the heart of this challenge lies a profound question: what motivates people to engage with others that they perceive as different from themselves and having different opinions? As we delve into the details of crafting a concept prototype, we aim to address the intricacies of fostering diversity, ensuring inclusivity, and shaping a framework that nurtures meaningful connections between participants from both the business community and young people stepping into their professional life.

Together, we aspire to create a blueprint for a collaborative, forward-thinking network that transcends generational boundaries, setting the stage for a more inclusive and sustainable future.

For this to happen we at KØN need you!



HELP KØN DEVELOP AN INNOVATIVE CONCEPT THAT WOULD BRING TOGETHER GENERATION Z AND CURRENT BUSINESS LEADERS TO ACTIVELY ENGAGE IN A TRANSFORMATIVE DIALOGUE. DESIGN AN INCLUSIVE NETWORK THAT GOES BEYOND TRADITIONAL BOUNDARIES AND MAKES DIVERSITY A CATALYST FOR MEANINGFUL CHANGE.

DELIVERABLE

It is up to you how you want to make and communicate your concept. It could either be a video, a written concept description, an audio track, a physical prototype (send us photos, not the prototype) or something else. Surprise us!

All we ask for is that we can access your concept online, and that the link to it is available until mid-May 2024.

Upload the link in your final application

YOUR CONCEPT SHOULD INCLUDE THE FOLLOWING:

Unleash the Why:

Discover what would motivate young people to participate actively in this transformative dialogue. Your mission is to unravel the “why” for Gen Z and create a compelling narrative that draws them to the heart of this revolution.

Crafting Inclusivity:

Envision a network beyond limits, where diversity drives change. Your challenge: craft a blueprint ensuring these networks are not only diverse and inclusive but rich with meaningful interactions. Define what would make this dynamic space a home for both the business community and Gen Z.

Engage the Change-makers:

Imagine an active and growing group of people—enthusiastic Gen Z representatives and experienced business leaders poised for a shared adventure. Identify the change-makers who will energize this network. Your task: strategically outline how to bring inspiring people to the table. Unleash your creativity beyond traditional boundaries!

Blueprint for the Future:

Unlock your imagination designing the framework for revolutionary networks. What’s the architecture of this transformative space? Dive into details—structure, mechanics, and cultivated experiences. Envision a landscape where collaboration, innovation, and progress intersect. Your challenge: go beyond creating a framework, craft a vision!