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University of the Built Environment
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SEARCH

**WHEN YOU DON'T KNOW
WHAT YOU'RE LOOKING FOR**

Public
Lecture

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Averhoffstr. 38
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Search is the watchword of the information age, but in his talk David Stark examines a different kind of search: Search, when we don't know what we're looking for, but will recognize it when we find it. Drawing on his rich ethnographies, Stark studies how actors break from familiar and proven routines to search into the unknown. How did new media start-ups in Silicon Alley N.Y. find organizational models for a novel industry? How did state-owned companies in Hungary search for paths towards capitalism? How did firms of the World Financial Center find ways to resume trading immediately after September 11? From these diverse cases Stark draws conclusions that are also highly relevant for planners: how can we avoid giving old answers to new problems, and instead explore the unknown?



David Stark is Arthur Lehman Professor of Sociology and International Affairs at Columbia University New York and chair of the Department of Sociology where he also directs the Center on Organizational Innovation. David Stark is one of the leading economic sociologists who provided seminal contributions to network and innovation research and theories of post-socialism. His latest book, *The Sense of Dissonance: Accounts of Worth in Economic Life*, will be published by Princeton University Press in 2009.

<http://www.sociology.columbia.edu/fac-bios/stark/faculty.html>

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