

HCU

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The Radicalization of Ideas: Marginality and Mobility in the Art World

Public
Lecture

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R 2.101

Überseeallee
16

Where does radical innovation originate from - the center or the periphery?

In this talk, I propose a process interface, where ideas from the core are radicalized on the periphery, thereby realigning the primacy of the core in diffusing ideas and that of the periphery in forging distinctiveness. Quantitative and qualitative evidence from the history of art lend support to the arguments, including breakthrough paintings, such as *The Scream* by Munch and the *Black Square* by Malevitch. Peripheral locations deepen faultlines and reinforce contradictions in personal identities, making the pursuit of compromise less feasible or less likely. Radicalization is facilitated by conditions of simultaneously increasing differences and exchanges between the core and the periphery. This framework helps explain sudden shifts in the epicenter of innovation, when experiments escalate on their way out of central locations.



Stoyan V. Sgourev is currently at the ESSEC Business School Paris as a professor in the department Management with expertise in the areas of management, visual Arts, Sociological Theory and History of Art. His research focuses on economic sociology, social networks, and organizations.

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