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# „THE RESEARCH“

## **Mental Models, Metaphors, and the Mind's Eye Mapping and Orientation in Spaces of Meaning**

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### **WHAT IS THE CLUB OF BUDAPEST? - HOW DOES IT FUNCTION? - THE PHILOSOPHY**

The Club of Budapest is an international non-profit association of leading artists, writers and creative people in diverse fields of art and the spiritual domains of culture. They not only know and experience but *feel* the problems of humankind, and as spokesmen and women for humanistic values, they lead the search for new answers and new attitudes. They enlist their commitment and creativity in the interest of bringing to the widest strata of people tangible examples, goals, behaviours and values that point the way toward a more humane and sustainable future. The main objective of the Club of Budapest is to launch a dynamic transcultural movement that could help people to find new answers, shape new attitudes and set new priorities.

Artistic creativity leads to fresh insight into the human condition, giving birth to new values and ideals. Though seldom recognized, our ways of thinking and acting are deeply shaped by the “pure” as well as the applied arts. Artists cannot only galvanize adoration and trigger controversy; they can also trigger new and creative ways of seeing and thinking about the world. Their work can inspire the thinking and the creativity of leaders in politics and in business, as well as the perceptions and feelings of the public at large.

By providing its members and associates, especially young people, with fresh impulses and initiatives, the Club of Budapest will be constantly updating the dialogue on the options and opportunities for a humane and sustainable future, broadening its scope, deepening its meaning, and learning from it. Current attempts to cope with both local and global problems suffer from a major flaw: they are formulated with the rationality that dominates the thinking and acting of modern men (though not of women): the rationality of the “left brain”. This kind of rationality allows us to *talk* about problems and solutions, but cannot create the motivation to *act* on them.

### **FAW - Research Institute for Applied Knowledge Processing, Ulm**

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