WHAT ASPECTS OF THE HUMAN CONDITION must art address? One way or another, all creatives engage in truth wrestling, struggling to reveal or redress essential elements of who and where we are in the world. How might a garden demonstrate cancer as part of life? How do we (re)consider art and neurotechnology, even (or perhaps especially) as human perception increasingly integrates technology, both externally and internally? How might a decentralized view of crypto art, including artists, collectors, gallerists, art historians and data scientists, indicate broader implications of blockchain for society? The creative practices and scholarship featured in this issue of Leonardo, and across our organization and community, help identify current and emerging patterns in the human condition, anticipate related consequences and forecast scenarios that guide insight and action today. Leonardo wrestles with the truth of who we are in the world, and who might we yet become.

During the Covid-19 pandemic, millions if not billions of people dramatically increased prolonged digital screen immersion with technointerfaces that provided some of the only social interaction available while physically isolated or quarantined. While we experience the pervasive reality of digitizing human culture, we must also acknowledge the hidden corollary: we need to humanize digital culture. Humanizing digital requires cultivating digital trust. This challenge is complicated and compounded by the erosion of social trust experienced during the pandemic period. How might we embed technology with values of empathy, compassion, humor, humility, hope? As we explore a New Digital Deal together with our friends at Ars Electronica, it is essential to infuse any digital deal with these values to build digital trust.

Humanizing digital culture is one part of building a New Creative Agenda. A New Creativity Agenda offers a creativity lens to augment and accelerate regeneration with the Sustainable Development Goals (SDGs) of Agenda 2030. Aligned with the SDGs, Leonardo invites input from our network of networks to shape a New Creativity Agenda, not as a definitive plan, rather as a living framework of broad and intersecting goals with specific and significant targets to be achieved. Our vision is to mobilize creativity for global transformation. As pioneering creative innovators, we serve the global, collaborative movement to reimagine systems, networks and ideas.

While the UN recognizes 2021 as the International Year of Creative Economy, we know that activating the creative economy will be central to the New Creativity Agenda for years to come. The work of the creative economy will apply a creativity lens and build the creativity infrastructure in which art, science and technology thrive. As the gender lens and green lens movements have demonstrated, a creativity lens will enhance value, increase innovation and improve collaboration in efforts to solve complex problems and achieve targets of sustainable development. By integrating perspectives and participation from art, science and technology, a creativity lens will unleash the best of human ingenuity and imagination. Applying a creativity lens will help illuminate and accelerate progress across all 17 SDG Goals and corresponding targets (as we will explore further in the next issue of Leonardo).

As an extension of the creative economy, a creativity Infrastructure will steer cross-sector priorities, policy and funding to develop new or increase existing initiatives for exponential growth in:

- Creative workforce development integrating artists, scientists and tech innovators across all sectors
- Professional and continuing education creativity training and credentialing programs
- Industry incentives and certification initiatives for creativity and innovation
- Philanthropic commitment, innovative finance and capital access for creative sectors

Strong creativity infrastructure, creative economy and humanizing digital culture will not only address but also improve the human condition. Join us in shaping the New Creativity Agenda.

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