



Introduction

Sir Ernest Hall OBE DL

In this book the author Teresa Balough describes how Miha Pogacnik has brought together the worlds of Art and Enterprise in a way which demonstrates that only through combining the Arts and Enterprise can we create a civilised world. In a materialistic world it is I suppose inevitable that making money has been elevated above its proper status. The insight of the Artist is needed to remind us that survival is not enough and only through discovering our purpose can we gain fulfilment.

To be a successful entrepreneur one needs a vision of greatness for one's work. If we dream extravagantly we will be inspired to forge a reality beyond the straitjacket of practicalities. This is perhaps the profoundest connection between Art and Enterprise. A true work of imagination reflects not failure and ignorance but a perfection to which we are drawn. Enterprise sees possibilities and not problems. The eye of the artist and the eye of the entrepreneur see not a sordid actuality but an image of perfection to which we can aspire. The power to see beyond the limitations of reality demands not education but a level of consciousness. Indeed education divorced from the 'learning of the imagination' may result in an impoverishment of vision.

In an Industrial Society we need to make a conscious effort to develop our mystical senses. We must begin to understand that the development of imagination, inspiration and ambition are more crucial to the future lives of children than their 'ability' to work when they are bored. The Arts are central to this role, the Arts as inspiration not Arts disfigured by the limited understanding of the intellect. The chemist can no doubt make a chemical analysis of the greatest painting but what does that reveal about the mystical experience of looking at it? There is no way to communicate creativity in the rigid world of academia. To discover the Beautiful needs a level of consciousness not Education. Education cannot transform Art, it is Art which can transform Education. It can be transformed by restoring mind above matter, inspiration over intellect, and recognising that motivation and confidence will transform everyone's life.



The building of a civilised world requires the restoration of the creative arts as the heart of our society. When the great industrial empires we now see are worm casts on the face of the earth those achievements of artists which remain will continue to inspire and be revered by our descendants. Blake said "let it no more be said that Empires encourage Arts, for it is Arts that encourage Empires".

Perhaps the ending of the Industrial Revolution can lead us on to a new and more beautiful age. An age in which humanity can rediscover its creativity and place in the cosmos, and realise its dream of creating the civilised city.

William Blake referred to his 'Golden Builders', those people whose mission it is to create Blake's Holy City of the Imagination, Jerusalem, on Earth. Miha Pogacnik is one of those Golden Builders.

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