



Glänta

Glänta supports the financial sector



The financial crisis has made it clear how vital, yet how fragile, capitalism is. The Glänta publishing house and its journal want to show their support for the business world. Lena Adelsohn Liljeroth, Swedish Minister of Culture, said a few years ago that, "If we lived on the market's terms, large sections of culture would have to shut down." Now that not even the market can live on the market's terms, we want to show our solidarity by sharing our cultural capital. We don't mean stopgap contributions or some sort of temporary

respirator — Glänta's commitment is for the long term. We believe we have the know-how to share, but naturally we also view the financial proletariat as an interesting target group. Sponsorship of the financial sector is not an act of charity!

Sponsorship of the financial sector can be a sensitive issue — there are so many preconceptions around. So let's start with a few explanations of culture's interests in general terms:

- You won't be selling your soul by accepting sponsorship from culture; since nobody has any money, buying and selling are hardly ever involved.
- Don't think in terms of demands, or expectation of services in return; being sponsored is all about dialogue, positive circles, teamwork! Those involved in the cultural sector prefer to see long-term collaboration built on shared experience: lack of economic capital.
- You *don't* lose your right of self-determination by allowing yourself to be sponsored. A discreet logo on your car, mobile or pharmaceutical surely won't hurt anyone? And what is a little commitment like that, compared to the ideals and education, the ethics and morality, the values that culture has to offer?
- You won't have to wear a cardigan, a cord jacket or a Palestinian scarf when you go to meetings in the cultural sector, but nor should dress codes be underestimated.
- Tax deductible is not a concept you'll need any more. You might as well get used to the idea that there won't be any profits.

And now a few useful bits of advice for maintaining enthusiasm in your daily activities among the grassroots on the floor of the stock exchange:

- Don't do what other people tell you; do what you feel passionate about. When the going gets tough, it's just a sign of how important what you're doing is!
- You needn't live *without* money, there are ways: you could organise a charity evening for the freedom of capitalism, for example, and make as much as 50 euros in one night serving box wine in little plastic glasses — at one hundred per cent profit!
- Don't focus only on short-term profitability; the risk is that you'll miss the big visions. There's so much more to life than boom and bust. It's very important, for example, to develop your competence in writing grant applications.
- Concentrate on popular finance rather than high finance — abandon all those strange, pretentious, elitist projects and devote yourself to things ordinary folk can understand!
- Of course it can be hard to have no place of work to go to, no one who needs you. But remember: you're fighting for something higher and more important!
- The main thing is to feel happy and enjoy yourself. Of course it's wonderful to see capital grow! But don't count on always getting paid for what you're passionate about. People might notice and object.
- In difficult times, it's important to remember that through your work you're functioning as a role model for young people dreaming of a future in the world of finance. That knowledge is just as handsome a reward as the most impressive balance sheet.
- It's been claimed that every artist has to be an entrepreneur, but don't forget that the reverse also applies: try exchanging your office for damp basement premises, or why not your own kitchen table. Work nights at an old people's home while you spend your days applying for development grants and bursaries in your local library. Make the most of your creativity! Envision the possibilities!
- Seize every opportunity of showing others what you are doing. The context doesn't really matter — the crucial thing is to be seen! Sooner or later, someone will take an interest in what you're doing. Until then you can enjoy the personal development your work is allowing you.
- If, despite these guidelines, you still can't make ends meet, you can always get an ordinary job, of course, and pursue your interest in finance as a hobby.

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