

PHILOSOPHY

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The changes taking place in contemporary culture require development of a new conception that allows perceiving cultural mobility. In the current situation the most suitable strategy is a short-term project in which the priority is not the result but a process. The project thinking presupposes the emergence of new cultural values among which are fragmentariness, discreteness, simplicity and flexibility as the most adequate strategies for a short-term project.

Keywords: short-term project, project thinking, discreteness, simplicity fragmentariness, flexibility, cultural thinking.

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