



The Social Artist as a Transhistorical Cultural Therapist
Social Artistry Network Conference Call
 Tuesday, November 1, 2005

Preparation

Gather crayons or markers in the following colors: beige, purple, red, blue, orange, green, yellow, turquoise. On a piece of paper, from bottom to top, make a "spaceship" type mark of each color (starting with beige at the bottom) and ascending through the colors to turquoise. The marks should be equidistant from each other.

NOTES (Jean's prepared notes plus Linda's notes during the call.)

Memes and Spiral Dynamics

Spirals are a dynamic expression of natural and cosmic forces, a "dominant universal fractal" evident in everything from our DNA code to the spiraling galaxies that inhabit the universe. Spiral Dynamics posits that the evolution of human consciousness can best be represented in this way: by a dynamic, upward spiraling structure that charts our evolving thinking systems as they arc higher and higher through levels of increasing complexity.

Spiral Dynamics

This color-coded model began in the 1960s with the pioneering work of psychologist and social scientist, Clare W. Graves, a man far ahead of his time. Dissatisfied with the psychological theories of his day, Graves decided to study people—thousands of them—and realized that human beings tend to see the world according to eight predominant worldviews or value systems. Graves' vast research became the basis for the color-coded Spiral Dynamics model, developed by his students, Dr. Don Beck and Chris Cowan, and championed by integral philosopher, Ken Wilber. It is one of the most accessible and strikingly accurate models of human consciousness development.

Spiral Dynamics illustrates what it has taken for evolution to produce . . . us! Clare Graves had identified the historical phases of civilization and social progress to the point where he came to the realization that today, mankind is preparing for a momentous leap. This leap, he said, would be a mega-change in society that would dwarf all previous changes.

The model is comprised of eight color-coded value systems or memes. Beck and Cowan in *Spiral Dynamics* enhanced Graves findings by drawing from the science of Memetics, the study of memes. *The concept of "meme" was first proposed in the mid-1970s by the evolutionary biologist Richard Dawkins, who believed that the evolution of culture should be considered as independent from

genetic or biological evolution. Dawkins' "memes" refer to specific "units of cultural transmission," examples of which could be songs, ideas, clothes fashions, to name just a few. However, in Spiral Dynamics, these are called "little memes." When Beck uses the word "meme," he is speaking about a "core value system," or "value meme." These act as "organizing principles" that express themselves through little memes and that are so central to the way we think that they can "reach across whole groups of people and entire cultures, and begin to structure mindsets on their own."

Thus, as used here, memes are the social equivalent of genes, cultural units of information that self-replicate from mind to mind on a vast scale, appearing within society as new trends of thought. So far, these eight different memes have been identified and analyzed in the evolution of society throughout recorded history.

The memes are organized into two "Tiers," the Spiral Dynamics model charts the evolutionary emergence of human culture and consciousness beginning over 100,000 years ago. But these memes are not merely history, because all the developmental levels of human psychology and culture are present in us, and in the world today, from tribal clans to social democracies, with everything in between—which is why the Spiral model makes the overwhelming complexity of the world just a little easier to comprehend. Not to mention the complexity of our own very human nature. Please note however that it is meant to be a messy model with one meme group bleeding into others and in not in any way, an exacting reflection of cultural evolution. Also, as you will see, it is a whole lot of fun.

Two of his students, Don Beck and Christopher Cowan, stepped in to fill the void caused by his departure. They assembled and published the essence of his research in their book, *The Different Memes*, which reflect the evolution of society from its primitive beginnings up to the present, are defined by the following words as well as being color coded.

1. Beige: Instinctive/Survivalistic MEME - starting 100,000 years ago

Basic theme: Do what you must just to stay alive

- * Uses instincts and habits just to survive
- * Distinct self is barely awakened or sustained
- * Food, water, warmth, sex, and safety have priority
- * Forms into survival bands to perpetuate life
- * Lives "off the land" much as other animals

Focus: Food, safety, survival. You may find this in people who are wandering the streets, or who seem to be crazy, or people with shellshock, or Alzheimer's. It's us, if we fall into shock and need total nurturing.

2. Purple: Magical/Animistic MEME - starting 50,000 years ago

Basic theme: Keep the spirits happy and the tribe's nest warm and safe.

- * Obeys the desires of the spirit being and mystical signs
- * Shows allegiance to chief, elders, ancestors, and the clan
- * Individual subsumed in the group
- * Preserves sacred objects, places, events, and memories
- * Observes rites of passage, seasonal cycles, and tribal customs

Focus: Clans. tribal and family bonding along with superstition-filled attempts to understand the powers of nature which threaten to overpower them.

You find this in pre-literate cultures, and as a minor theme within close family units, clubs, religious cults, and in vestigial forms in Halloween and Christmas.

3. Red: Impulsive/Egocentric MEME - starting 10,000 years ago

Basic theme: Be what you are and do what you want, regardless.

- * The world is a jungle full of threats and predators
- * Breaks free from any domination or constraint to please self as self desires
- * Stands tall, expects attention, demands respect, and calls the shots
- * Enjoys self to the fullest right now without guilt or remorse
- * Conquers, out-foxes, and dominates other aggressive characters

Focus: Courage, survival of the fittest. mastering the environment, fighting to break free of constraints. Sensing many gods, all of which are models of power. Sensing many gods, all of which are models of power. This is where individuals first find their personal power but, seeing reality through a worldview of separation and limited resources, compete against each other in attempts to gain advantage. As a meme which is short on thought and long on passion, societies in this stage quickly fragment into territorial, feudal-type communities surrounded by competing, enemy communities.

The Red Meme is impulsive and egocentric. The stage of the hero, Historically seen in exploitive government. It dominates other characters. Survival of the fittest. Gods of Power. Competition. Long on passion; short on thought.

Territorial, feudal communities. Macho occupations. Flashy and high risk lifestyles. Little concern with consequences. You see it in Mafia warlords, robber barons, demands for total transference of power to the elite, uninhibited; rarely forms allegiances. Fights to avoid shame or loss of face. Purpose is to wield power in a world of aggression. To have, vs. to have not. It doesn't work well for long.

4. Blue: Purposeful/Authoritarian MEME - starting 5,000 years ago

Basic theme: Life has meaning, direction, and purpose with predetermined outcomes.

- * One sacrifices self to the transcendent Cause, Truth, or righteous Pathway
- * The Order enforces a code of conduct based on eternal, absolute principles
- * Righteous living produces stability now and guarantees future reward
- * Impulsivity is controlled through guilt; everybody has their proper place
- * Laws, regulations, and discipline build character and moral fiber

Focus: Finding order and purpose in life. Obeying authority, regulations and externally imposed rules of behavior and morality. Sacrificing the self to a greater cause for a deferred reward. Dedicating allegiance to one supreme God. This social meme started to spread within civilization some 5,000 years ago. Eventually, alliances arose between large-scale feudal structures and those who wished to develop extensive religious power. Externally imposed rules of morality. Dedication to one supreme god. Base of the agricultural revolution. Occurred with the growth of new nations and city states. Example: Beck went to S. African to work with Nelson Mandela to bring more blue into the society.

5. Orange: Achievist/Strategic MEME - starting 300 years ago

Basic theme: Act in your own self-interest by playing the game to win.

- * Change and advancement are inherent within the scheme of things
- * Progresses by learning nature's secrets and seeking out best solutions
- * Manipulates Earth's resources to create and spread the abundant good life
- * Optimistic, risk-taking, and self-reliant people deserve success
- * Societies prosper through strategy, technology, and competitiveness

Focus: Achievement, striving to succeed. Fighting to win, beating the competition, achieving independence. This meme started to spread significantly in the 1700s. It was made possible by the collapse of feudalism and also a sense of increased personal empowerment, which was a side effect of the Protestant Reformation. It gained particular strength with the founding of the United States,

whose Constitution and Bill of Rights intentionally empowered and protected individual liberty. Change and enhancement come from laboring in the vineyard. Optimistic, risk-taking. Prosper through independence. Relies on technology, free marketplace, and material sense of success. Economics are critical. Risk-takers are rewarded. This helped people to escape the deterministic dogmas by looking for the best way to improve our existence.

6. Green: Communitarian/Egalitarian MEME - starting 150 years ago

Basic theme: Seek peace within the inner self and explore, with others, the caring dimensions of community.

- * The human spirit must be freed from greed, dogma, and divisiveness
- * Feelings, sensitivity, and caring supersede cold rationality
- * Spreads the Earth's resources and opportunities equally among all
- * Reaches decisions through reconciliation and consensus processes
- * Refreshes spirituality, brings harmony, and enriches human development

Focus: Community and caring. Unconditional love. Accepting others as they are. Seeing the value of service to others. The beginnings of spiritual understanding. Freedom of the spirit from greed, dogma, contention and other distractions from spirit. This meme started to spread in the mid-1800s, and emerged strongly in the counterculture of the 1960's. It's the major theme in Scandinavian countries; emerging in Japan and the Netherlands. It emerges when countries begin to solve Orange problems—enough prosperity generates urge toward equal rights, humanistic services, human potential, allowing inner space to emerge.

Stepping Into The Second Tier

Clare Graves saw the first set of six memes as a first tier of human development. He called the transition of the human race into meme number seven a momentous leap, an entry into an entirely new set of memes, a new tier of consciousness.

With this new tier comes freedom from all of the fears of the prior memes, and, finally, the freedom for human cognition to focus upon its possibilities in the world. In meme number seven, people act from an inner-directed core. Values come from fundamental, natural law, meaning that human rights are perceived as fundamental due to the fact that you exist.

Second Tier: "Being" value MEMES

7. Yellow: Holistic MEME—starting 50 years ago

Basic theme: Experience the wholeness of existence through mind and spirit .

- * The world is a single, dynamic organism with its own collective mind
- * Self is both distinct and a blended part of a larger, compassionate whole
- * Everything connects to everything else in ecological alignments
- * Energy and information permeate the Earth's total environment
- * Holistic, intuitive thinking and cooperative actions are to be expected

Focus: Responsible freedom. Flexible flow. Adapting to a world full of change. Big-picture views. The discovery of self-accountability. Personal freedom. This meme started to spread after the global defeat of fascism in World War II. While most people started to look forward to the renewed chance to create personal prosperity, the beat generation of the 1950s emerged with its questioning of materialistic culture. This emerging movement examined Eastern philosophy, such as Zen Buddhism, in a search for answers to the mysteries of life.

By nature, seventh meme thinkers are self-accountable and independent within reason. They are honest in their communications and do not spend time on the rules of formality, unless they are important to those present. Seventh meme thinkers like technology for what it can do to improve life, and they value knowledge and competency above rank or status.

They enjoy the pleasures of life, without being bound by any of them, and pursue activities that express their inner joy. External fashions and trends have no bearing upon these choices. They have emotional control, meaning that they still express emotions, but these expressions are appropriate, and not uncontrolled outbursts.

Values emphasizes principles vs. dogma. Interest in systems and free-flowing forms more suited to complexity. Everything is related to everything else. May not accept traditional values. You deal with a multiplicity of human needs in a world of diminishing resources. Interested in ecology and restoring the viability of the earth.

Cultural Creatives

These seventh meme values, along with the sharing and caring values of the prior, sixth meme are also described in a parallel work, Paul Ray's The Cultural Creatives. This 1990s study of culture in the United States revealed that over 50 million Americans fit the definition of a newly emerging type of humanity.

These "Cultural Creatives" want to heal the environment, help others to bring out their unique personal gifts, and they are also seeking a new type of political expression. They love nature, other people of the world and other places of the world. They also love spiritual development, being creative and optimistic

about the future. The Cultural Creatives emerged in the last 50 years. For example, they might try to create schools that focus on the whole child. They might flatten of organizations to allow everyone to participate. Less is more. Concern about needless technological complexity, and holding people in categories. This allows for another order. Not yet triggered in many third-world cultures.

In short, they hold the seeds of the salvation of our culture and the building of a new, sustainable culture.

The vast majority of Cultural Creatives want a caring quality in their relationships, and they believe that every person has a unique gift to offer the world. They want to help other people, and they believe that society should have a lot more respect and reverence for nature. They want to find their purpose in life and make a contribution to society. Most of them believe that a divine nature completely permeates throughout the world, and say that people have some sort of psychic ability, such as precognition or an awareness of spirit guides.

Cultural Creatives have grown enormously as a social group in recent decades. In the early 1960s, they represented less than 5% of the U.S. adult population. In the next 30 years, those who had shifted to a new worldview had grown to 26%, or 50 million, of the U.S. adult population. Surveys in the 15 European Union countries in 1997 indicate that there are at least another 50 million Cultural Creatives in the European Union.

Author Paul Ray sees society today as facing a “tipping point,” where one culture is ending and is poised to tip over into a new one, even though the form of the new culture is not yet in sight. He says that through getting in touch with our inner selves, we will regain our passion for life and unclutter from the trappings and diversions of the old reality. He sees society finding a way past the overwhelming spiritual and psychological emptiness of the old reality.

Spiritual seekers, he points out, realize that they no longer want to be spoon-fed comforting thoughts. They just want the truth.

8. Turquoise MEME—starting 30 years ago.

Basic theme: Live fully and responsibly as what you are and learn to become.

- * Life is a kaleidoscope of natural hierarchies, systems, and forms
- * The magnificence of existence is valued over material possessions
- * Flexibility, spontaneity, and functionality have the highest priority
- * Differences can be integrated into interdependent, natural flows
- * Understands that chaos and change are natural

Focus: Holistic, global view. Spiritual awareness, learning through simply being as well as doing. Becoming conscious of the superconscious, trusting intuition. This meme started to spread in the cultural and spiritual awakening of the mid-1960s. Those seekers who found this pattern of thinking launched a whole new movement of spiritual awareness. This spiritual renaissance has the potential to develop and carry humanity through The Shift and into the New Reality.

This meme has a global village outlook, and seeks projects and solutions that will work well for the whole planet. It contains the vision to bring order out of chaos.

Because of the incredible power of the second tier of memes, these will accelerate the transformation of the world as they become more and more widely adopted.

This perspective is almost Olympian in looking at whole systems transition. It tries to reduce threats to living things. Integration of technology with spirituality. People learn to use latent intelligence, and implement meta-solutions. It fosters collective action and global thinking, like the U.N. Millennium Development Goals. It looks to establish a new world network, a sequel to the U.N., new kind of order and cooperation as earth citizens. You work to align human needs to staying within the planet's limits. As we look at a whole earth, we look at a whole person, with all its treasures. It's about ecosystems, not ideologies. The world is a single organism. Energy and information permeate.

Meme 9. CORAL: The mystery meme.

The authors of Spiral Dynamics have identified, as of the 1990s, meme number nine. They call this the Coral meme, but they have not observed it in large quantities of people, so they cannot yet summarize its characteristics.

Whether you look at the world from the point of view of the Cultural Creatives study or from the memes of Spiral Dynamics, it is obvious that we are in the midst of truly momentous changes.

The Shift is real, and today the dawning New Reality is taking shape in the minds of possibility thinkers everywhere.

Discussion

Jean: What one does as a Social Artist is to determine where a culture is and bring in more of the next meme. Green can get self-righteous and not understand the past or the future. We all have all of them within ourselves. We

often need a Beige when we need nurturing. We need Purple for gaining archetypal consciousness. We may need Red to move out of stuck points. But then it moves into internal warfare, as it has within the Republicans over Harriet Miers. Blue gives us the tools we need at certain times.

Question: Wendy: *How do you move from one to the next?*

Jean – Purple understands spiritual continuity, tribal bonding, etc. but its depths (turquoise) is within purple. Each one has its own genius and virtues as well as aspects of the higher form within itself.

Red exhausts itself. It implodes within itself. The current Republican government will go to war using orange technologies to attain its own red desires. Beck helps cultures understand where they are and where they want to be. Social Artistry brings in the green sensibilities in order to develop within red or blue to develop more strata within themselves. It's easier for green people to train purple or red people in their own development than it is to try to train blues, who are caught up in fundamentalist-type structures. We noticed this in the Caribbean, when we saw churches causing fear of inner depths.

Why is it that George Bush Sr. and Clinton get along?
Jean suggested to Don Beck that he put red/blue Bush together with utterly green Clinton.

Question: Deborah: has been listening to Beck's CD's. He advocates being very sensitive to what's already present in the culture. *How do we evaluate what's in place and what's needed?*

Jean – He would have a large typology of questions to determine where the culture is. He would use observation—e.g., you can see a warring, tribal society. He might suggest modalities—what are the blue levels? You could find the blue values in the society and ask how to expand them toward green.

In stage 1, global sensibilities or cultures are primary—insular; secondary—interactive, colonizing; tertiary—whole earth perspective. You need the yellow and turquoise overview. Mandela or Gandhi in prison—they found those levels within themselves, and could look back at a red culture and help it shift into blue by using latent principles in the Zulu culture. Amplify the blue to receive the orange technology, without falling into the red warlord cultures.

Question: Deborah :*In our country, there is polarization. What are some Social Artistry methods for dealing with this?*

Jean – in our country “red” is Blue, and “blue” is green.

Part of it is in the stories we tell. Most of the stories we learn come from a red world—heroes and villains. Video games are red stories from an orange technology. This is where the feminine aspects are critical. What is often lost in the red and marginalized in the orange—opportunities for women. Yellow is like an overlighting composite, with no glass ceiling.

Social Artistry involves using green and yellow tools to release consciousness from its red or blue stuckness and emerge in the next level. We are educators and evocateurs of a later consciousness. Red will not solve its issues with blue. It has to be released to a higher order.

Comment: Susan Bowie-McCoy: We're Social Artists grounded in green, with processes that take us into yellow and turquoise. But this is a fragile movement. Stragetically, green will be more effective with fatigued reds and purples. If red is working and being productive, there won't be interest in green. Perhaps as Social Artists, we need to look for ways that the new meme can most easily be received.

Comment: Jan Sanders – I'm intrigued. We will have an impact when people have a sense that things aren't working. In the UN, we talk about "doing development differently." People who have been working on improving standards of living are asking, "Are we just going to make everyone rich, like Americans?" Those who are asking questions like this are open to another order of development.

Comment: Adele – One of the ways of making a transition is to assume that all the colors lie within all the people and the cultures. I'm working now in Ohio on a project to keep voting machines out. I have to speak to people as though they understand. Fatigue has come from seeing that the red is not working. Our own senators in Ohio see that when any one power just builds on itself, just to gain more power, is destructive. We need to supply enough blue so that people can get the information, and also see others as having all the colors.

Comment: Deborah – When I listen to Don's work, he also says that those colors are present in everyone (a green perspective). But he says in other cultures, we need to be sensitive to what is present (e.g, the orange may not have come forward).

Comment: Adele – I agree, but we need to say, "I see your blue," and allowing it to come out and be affirmed. Use humor.

Comment: Jean – Humor puts a couple of memes together to create something unexpected.

Question: Dick – What about life conditions as a catalyst for change? Maybe it

takes a hurricane to change the life conditions of many people. They move to Houston, and they now see a different complexity of solutions.

Jean – They can also go the other way. On 9/11, New York shifted back to red.

Dick – in a 9/11, we don't jump up to a higher tier; we went back.

Question: Skye – *The other day at the hardware store, a black male was being questioned by a policeman. He said he was stopped and asked for his ID about 30 times a month. How might one respond?*

Jean – Use a green meme. Put it out in the paper, using orange technology. Create a meeting, using the blue authority, or a green organizational group, to bridge or mediate between the two. Have them each tell their stories. Talk to them first so they don't scream at each other. People are seeing each other as "other."

Question: Dawn – *It seems that each of these stages have a certain energy to them. When you have a mass of people who are despondent, where are they residing?*

Jean – There are at least 350 million people suffering from malignant sadness. This is where you would bring in a green or yellow overview, bringing in inner strategies of deep conversation, giving people a job, some kind of forward-looking perspective that helps them out of a beige place. They need red excitement, green understanding of potential and inner technologies, and a new story. Often the new stories come out of purple—the world filled with helpers.

Question: Jan – *One of the archetypal patterns we use is the hero's journey. Do you think we need to move away from this?*

Jean – that pattern works in terms of meeting the archetype, finding orange/magic technologies or tools. The hero's journey may have evolved in a certain way in a red society, and can help red people understand where they are. But there may be green elements pulling them forward. The red person didn't have enough access to his/her own depths. The hero returns with greater access to blue and green depths. He or she lives in a gray world (the depression of blue), and needs to be "greened."