

## Telos (τέλος): Purpose, Process and Practice

*Telos is the ancient Greek term for an end, fulfilment, completion, goal or aim; it is the source of the modern word 'teleology'.<sup>1</sup>*

Drawing on Aristotelian **ethics**, embodied and experiential knowledge (**phronesis**), and **phenomenology**, the theme of Issue 03 examines how purpose-driven practice at the intersection of art and research can inform and shape social transformation.

Building on TMP's curatorial practice at the intersection of art, research and society, this year's issue will illuminate and champion cultural movements, change makers, and creative leaders across the globe who are actively shaping their communities and audiences through **purpose, process and practice**.

The fifth principle in The Metamorphosis Project's Manifesto, *Glór*, advocates for a 'return to slowness and intentionality as a form of quiet revolution', practising slowness-as-action and valuing process over outcome as we build strong foundations for social impact. The theme of TMPJ Issue 03 emerges from this principle, which seeks to explore the revolutionary potential of slow and intentional practice as a platform for social cohesion and purpose-led innovation.

Submissions are invited from artists, researchers, designers, writers, creative and transdisciplinary practitioners who are engaged in purpose-led artistic/creative practice or socially engaged organisations whose mission is to positively transform communities or contribute to social innovation through art, design, research, entrepreneurship, advocacy or policy reform. **Submissions can be traditional or artistic research; creative approaches to the theme, including but not limited to visual and literary forms; or the presentation of innovative policies or frameworks.**

Submissions might explore:

- How does my 'telos' (purpose) inform my practice? In turn, how does my practice create or contribute to social transformation?
- What is the (inter)relationship between 'praxis' and 'phronesis' in developing socially engaged, inclusive and intentional practice?
- How does my practice shape net positive outcomes for my community/audience/benefactors?
- How do I navigate and embed ethics in my practice? How do I know if my telos/purpose is inherently 'good' and ergo, that my practice is ethical?
- What role does 'process' play in purpose-led practice and purpose-driven innovation?
- How do I measure the net impact of socially engaged practice?

**Telos (τέλος)** will showcase stories about artists and creative practitioners in Australia and internationally who are inspiring positive social change and purpose-driven innovation through their work. Telos is a roadmap for tomorrow's creative leaders, showcasing stories about how the cultural and creative industries (or related disciplines and professions) are positively shaping spaces and communities through intentional, interdisciplinary practice that is both commercially sound and socially innovative.

2026 marks 10 years since The Metamorphosis Project launched in Ireland and curated its inaugural exhibition and symposium. 10 years and 2 continents later, TMP's mission is building momentum. We need better and more sustainable models for social reform and purpose-led innovation in contemporary society, embracing the arts, humanities and creative industries as essential instruments for achieving social innovation.

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<sup>1</sup> Brennan, T. (2002). Telos. In *The Routledge Encyclopedia of Philosophy*. Taylor and Francis. Retrieved 10 Feb. 2026, from <https://www.rep.routledge.com/articles/thematic/telos/v-1>. doi:10.4324/9780415249126-A134-1.