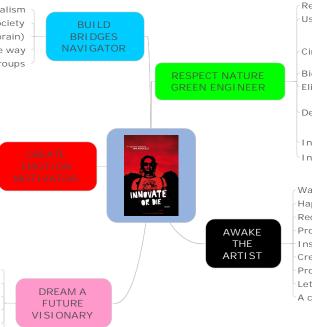
Bridge between materialism and spiritualism Build bridges of trust/respect between archetypes in society Develop stronger sense of empathy (empathic super brain) Integrate art into our economy in a productive way Make a change in attitude from individuals to groups

The greatest gift is no product but an emotion Showing emotion + experiencing together convinces We can only realize dream on a collective scale Emotive enthousiasm sets people into action Reason and economics may no longer dominate Taking action with intellect, heart & spirit Connect companies to experiences, not products Combination profitability, social responsibility, ethics Jaga warms up your soul, not only your house Open innovation: the right to copy and return better House of the future: using the 4 elements as a basis Need people wth social skils/strong social conscience

> Ask 'What if' energy costed 10 times more? Selfsufficiency: cities foresee in own basic needs Project in the future, take all necessary steps I maginative capacity to skip steps Take the parameters of nature as a basis V. Callebaut, L. Schuiten, J. Fresco, Jaga Moby



Reinstall earth's equilibrium: balance water, fire, air, earth Use endless alternative energy sources (sun, wind, hydro, geo) seeing time and space as a circle

Circular thinking What goes around, comes around Think long term

Biomimicry: copying nature's creativity Elimination of waste / zero carbon dioxide emission

Develop Cradle to cradle products: end of life

- Food for nature

reuse

modular production

Increase product usage / prolong lifecycles - technological updates Individual products for individual consumers: with a soul

Wake up the child inside us: unhibited, no fixed patterns, leave beaten track
Happiness is in creativity - art and design makes the difference
Reconcile the economy with values, so creativity becomes the engine
Provide a place for artists and dreamers in our companies
Install a culture of diversity and tolerance by encouraging
Creative conflict: artists/engineers/economics): functional, beautiful, ecodesign
Prosumption/open innovation: consumers active in development
Let rather experience than consume: products with a personal meaning
A company should be like a village with every resident his own value