

ARTE/SCIENZA

Whole brain thinking.
Avoid laterality.

HOW TO IMPROVE IT

Use mind mapping and
brainstorming

APPLICATION EXAMPLE

In the holistic thinking of Da Vinci it was never split art and science. Both were inseparable, like two sides of the same coin.

Steve Jobs / Apple Awards



From **Why** they do what they do?
To **How** they do what they do?

Because beauty, comfort and effectiveness are the key components for people while using technology.