

## HOLON

Give importance to transitions - change the world

What brought me here: need to design with purpose, learn biomaterials, recycling, waste creative technologist specialised in multimedia work + interactive installations

About design - Everyone designs who devises ---

→ preferred state for who?

NOW: Design is the child of industrialization with a focus on marketing  
→ can we change this?

How to make change?

Policy

Education

Incentivation

Chaos

Sense & understand  
the system

identify leverage points  
(pressure points)

Build desired  
scenarios

Act, wait & iterate

Designing an intervention  
portfolio (various solutions)

1 step backwards to make 3 steps forwards

Walk-in: comes from Paris as an artistic practice

what's emerging?

what's ready to be born?

what the world is reclaiming



### QUESTIONS

what's urgently waiting to be born in the world?  
→ the topics I see + trends

what evidences can I find around me supporting that emergency?  
→ the evidence + facts

which glimpse can I find in the present of those futures waiting to be born?  
→ markers of change in present  
the emergent futures

## QUESTIONS

what's urgently waiting to be born in the world?  
→ the topics I see + trends

reducing plastic dependence + better new materials

what evidences can I find around me supporting that emergency?  
→ the evidence + facts

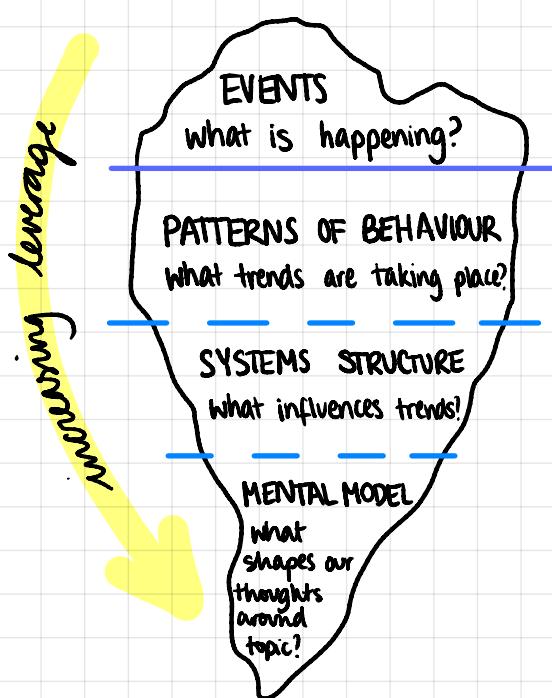
plastic waste + microplastics in environment skyrocketing in past years  
plastic pollution interfering with ecosystems

plastic masks      plastic buildings }  
plastic clothes      plastic packaging } everything

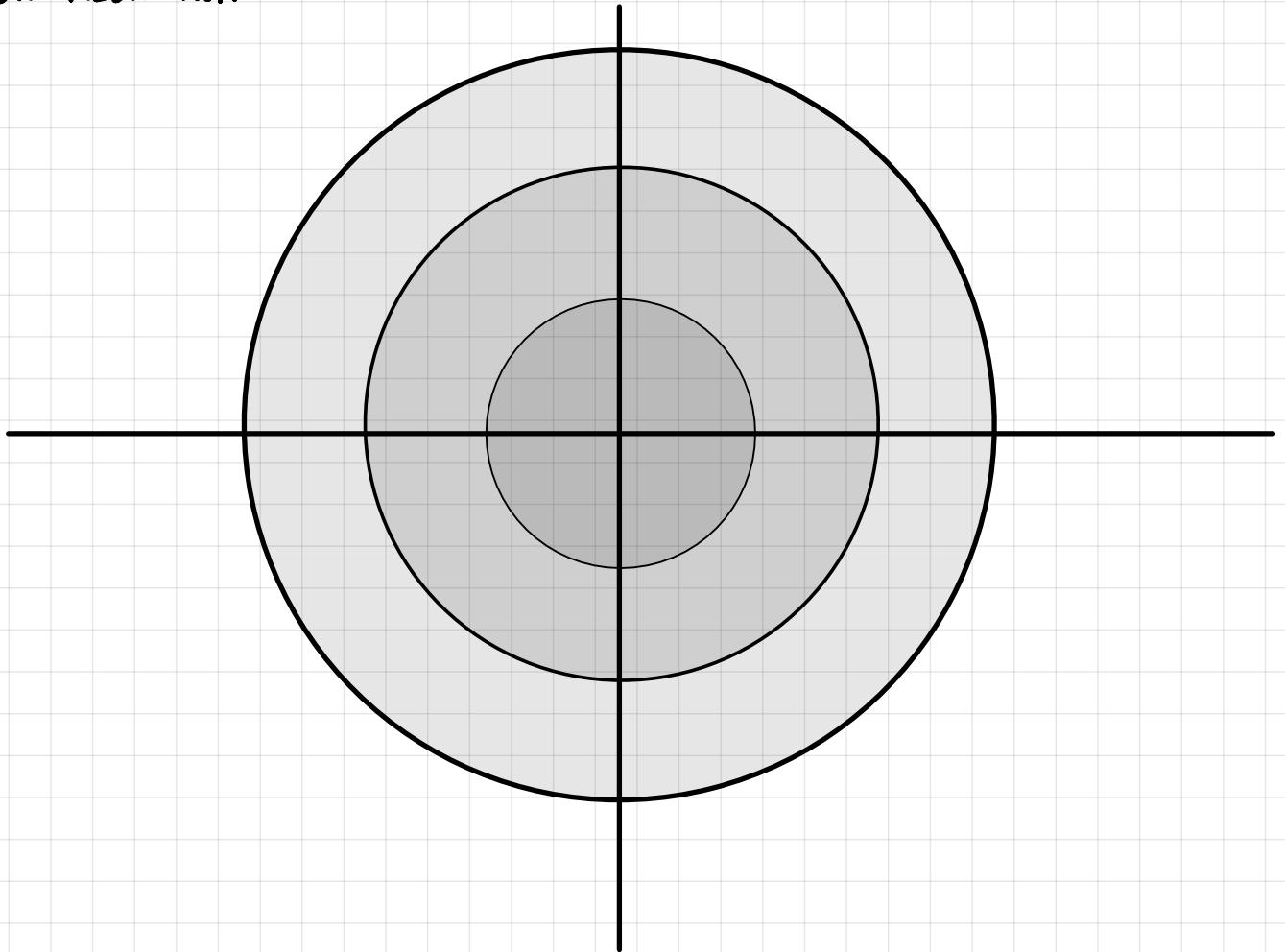
which glimpse can I find in the present of those futures waiting to be born?  
→ markers of change in present  
the emergent futures

recycling inefficiency → from people & governments - New biomaterials existing  
greenwashing - if it exists, there's an intent but not yet cost effective  
→ not always bad  
cotton tote bags in the hallway

## the Iceberg Model



## AUDIO MEDITATION



Homework: mapping the local ecosystem - research + walking around  
| cooperatives  
| studios  
| companies  
| organisations  
| creative communities  
use Mariana's resource list?

→ Locally, who is interested in the same topics as me?  
↳ we can decide

Bring an object that represents this

= who is already working with these interests?

Resources: PAMAPAM - Solidarity Economy

A new approach to the world of design

- Moving from EGO - having a good idea which you keep to yourself + monetize
- ↓
- ECO - understanding the problems at hand, immersing ourselves in the context and attempting to solve them for the greater good