

design,  
revolutions,  
life

*Dale Peskin*



# The Right Brain Rules

*Right*

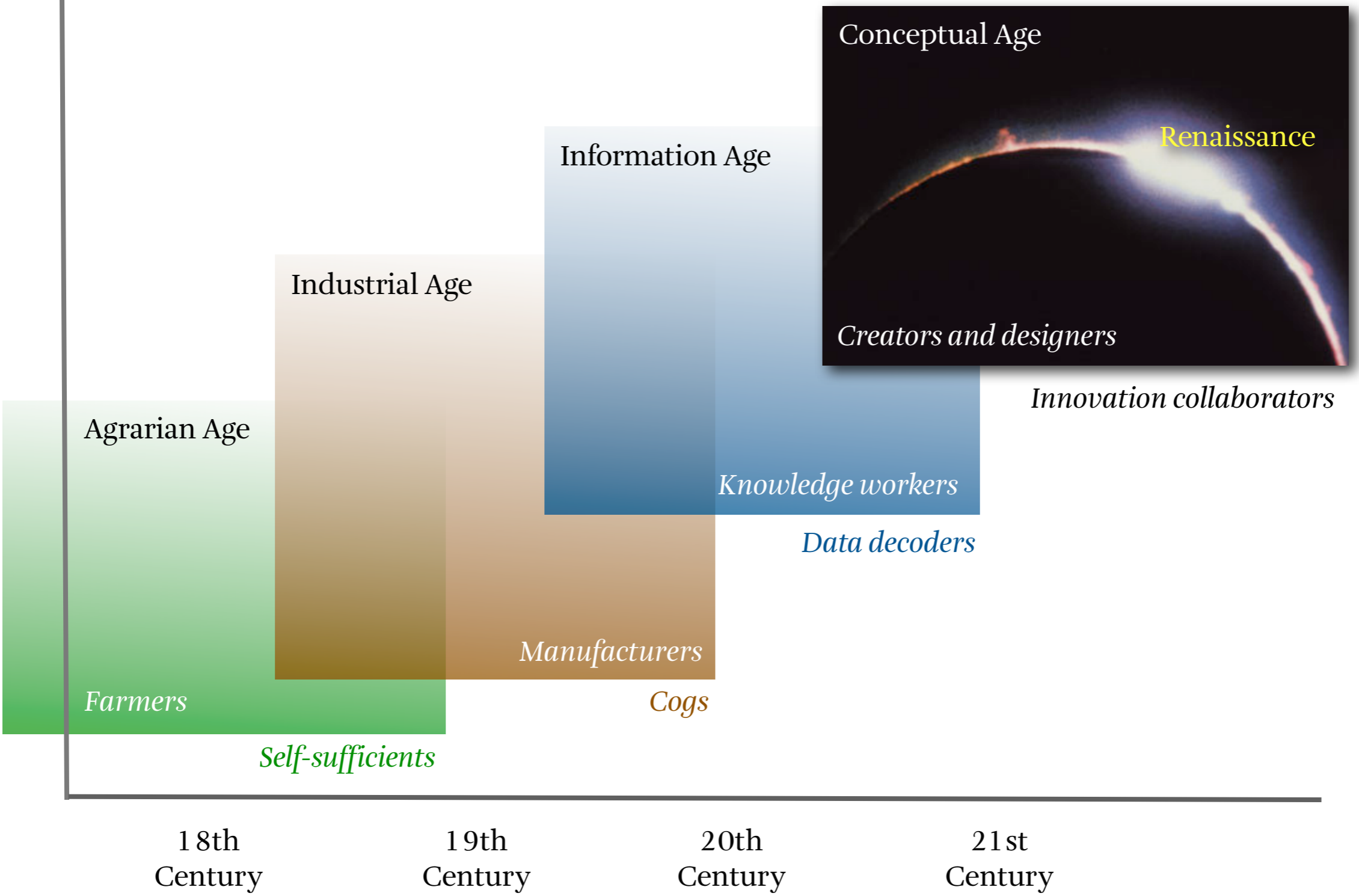
*Left*



**One:** Behold the Conceptual Age.



# The Good Life Matrix: *Abundance, Technology, Culture, Adaptability*



^ image  
word v



**Two:** Hail the image, heed the word.

# then: *the word*

Language is what separates man from beast.

Language resides on left side of the brain. Therefore the left side of the brain makes us human.



## *One problem*

*There is a widespread misperception, particularly among the New Age sector, that the Chinese word for "crisis" is composed of elements that signify "danger" and "opportunity."*

# *now: the image*

Images are the key to understanding human thought. They are expressions of our soul.



*See >>>*



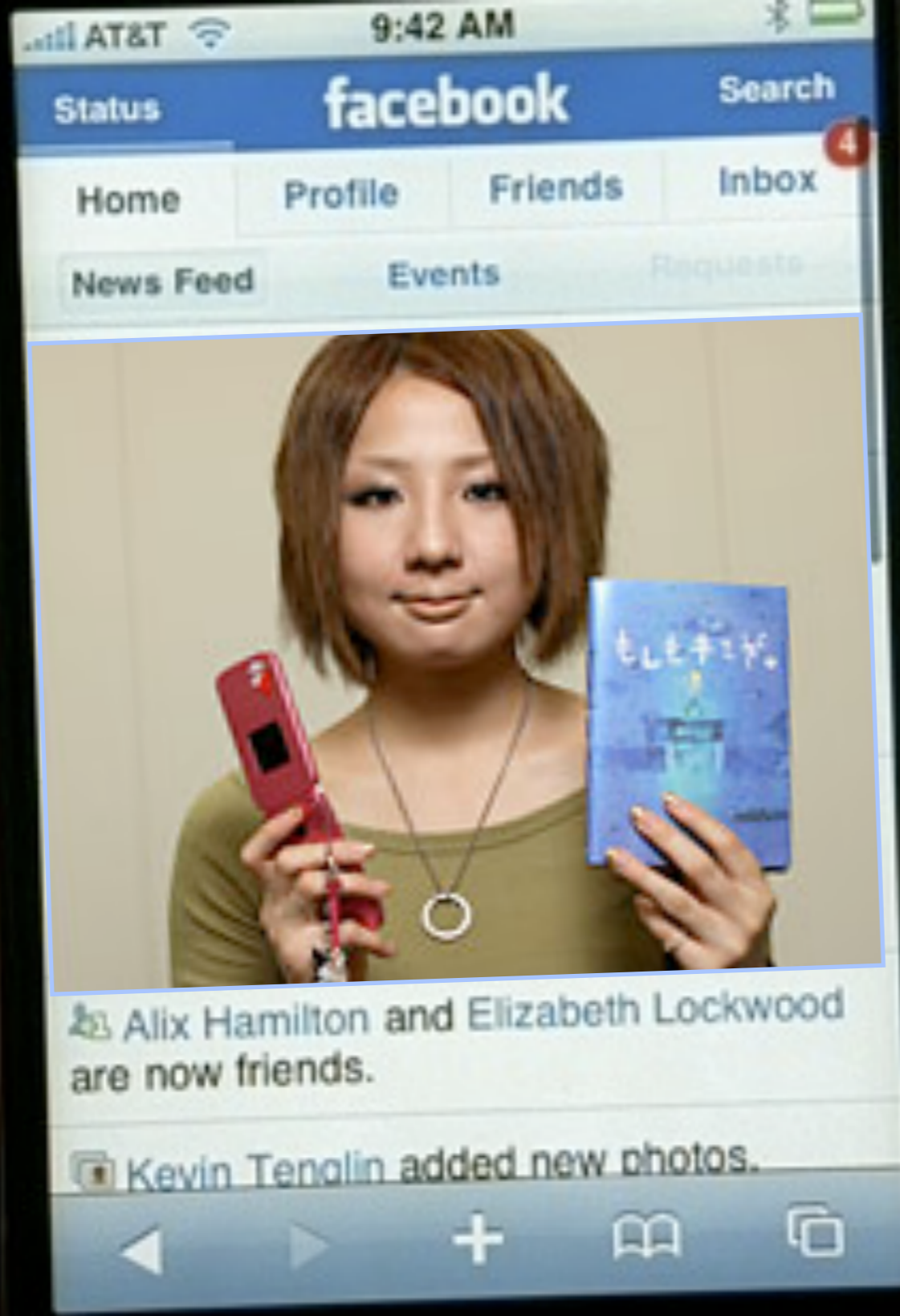












The democratization of the image

*... but then: I know me some ugly (video)*



**the show** with zefrank

<http://www.zefrank.com/theshow/>

**Three:** Left Brainers are out; Right Brainers are in.



# How we're wired





# How we're wired

“The most complex thing we have yet discovered in our universe.”

-- *James Watson*



# How we're wired



“The most complex thing we have yet discovered in our universe.”

-- *James Watson*

“My second favorite organ.”

-- *Woody Allen*

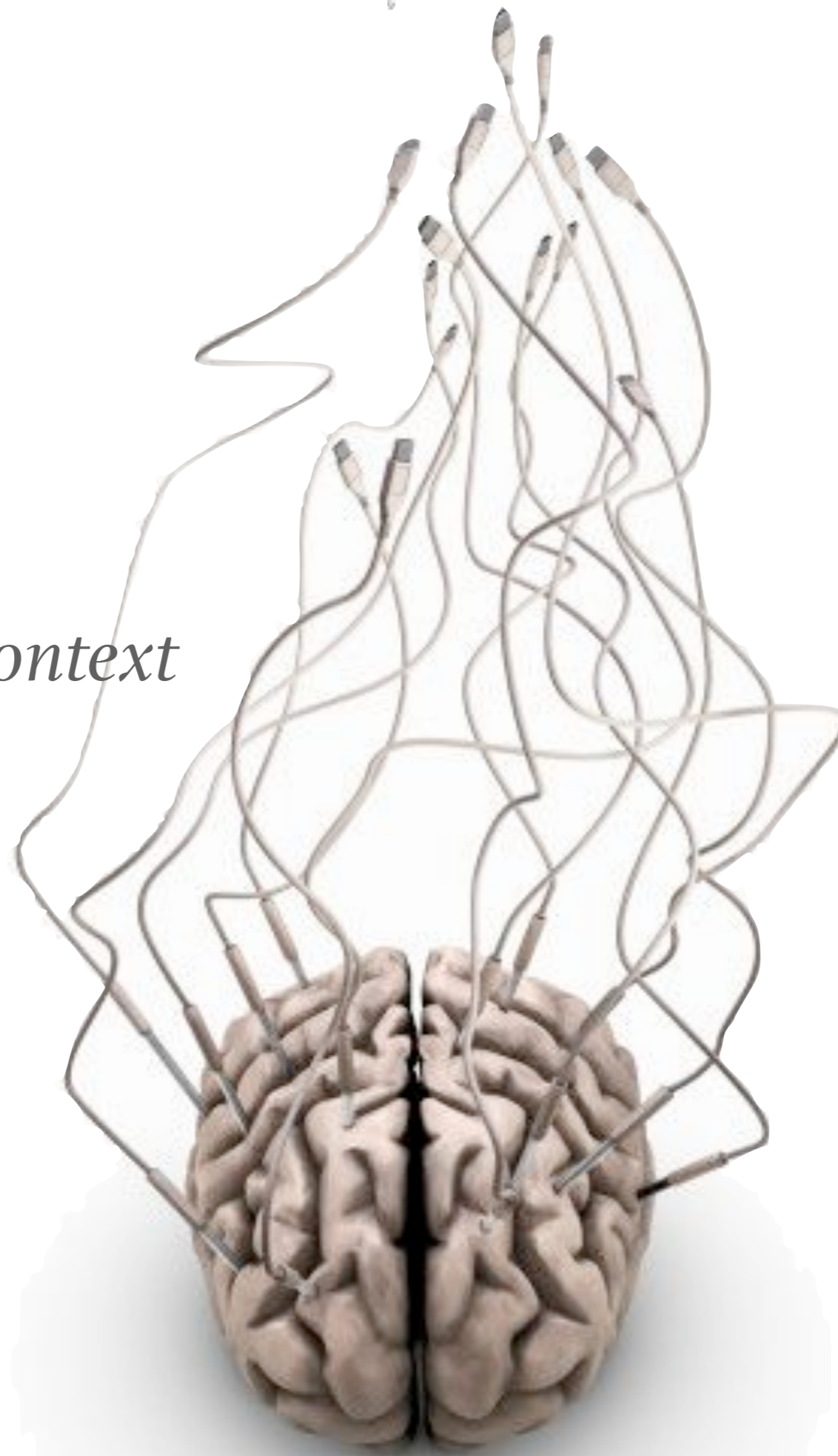
*Right*

Non-linear

Intuitive

Holistic

*Specializes in context*



*Left*

Sequential

Logical

Analytic

*Specializes in text*

*Right*

Entrepreneurs  
Artists  
Musicians  
Designers  
Architects



*Surprising  
discoveries*



*Left*

Publishers  
Accountants  
Lawyers  
Editors  
Reporters



*Expected  
results*

**Four:** Collaboration is the essential creative art.



*People tend to think of creativity as a mysterious solo act. They typically reduce products to a single idea.*



A dark, atmospheric photograph of a forest at night. The trees are silhouetted against a dark background. A bright, glowing, wavy line of light, resembling a path or a stream of light, winds through the forest floor from the bottom left towards the center. The text is overlaid on the upper left portion of the image.

*People tend to think of creativity as  
a mysterious solo act. They typically reduce  
products to a single idea.*

*Everyone must have  
the freedom to communicate with anyone.*

A dark, atmospheric forest scene with tall, thin trees. A bright, glowing, wavy path of light leads from the bottom left towards the center of the image. The text is overlaid on the scene in a white, serif font.

*People tend to think of creativity as a mysterious solo act. They typically reduce products to a single idea.*

*Everyone must have the freedom to communicate with anyone.*

*It must be safe for everyone to offer ideas.*





**Five:**  
Design means business.

Business means design.

*Lake of Dreams at the Wynn*





The Creative Ka

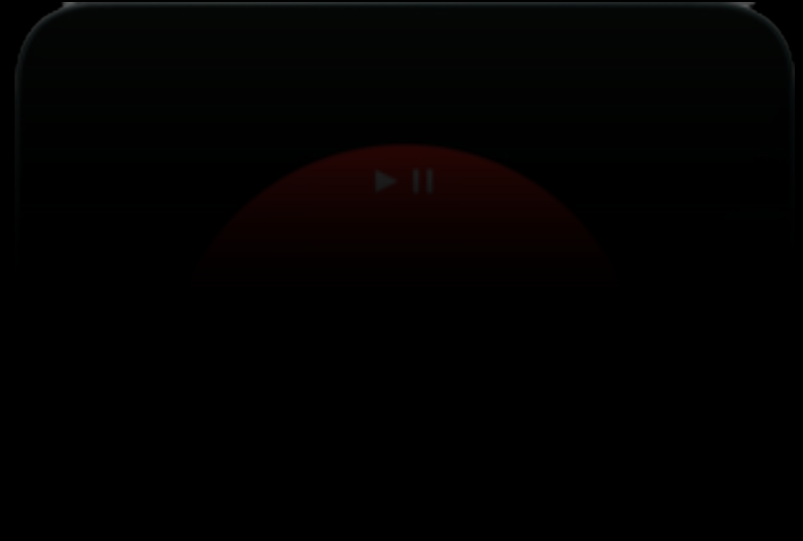
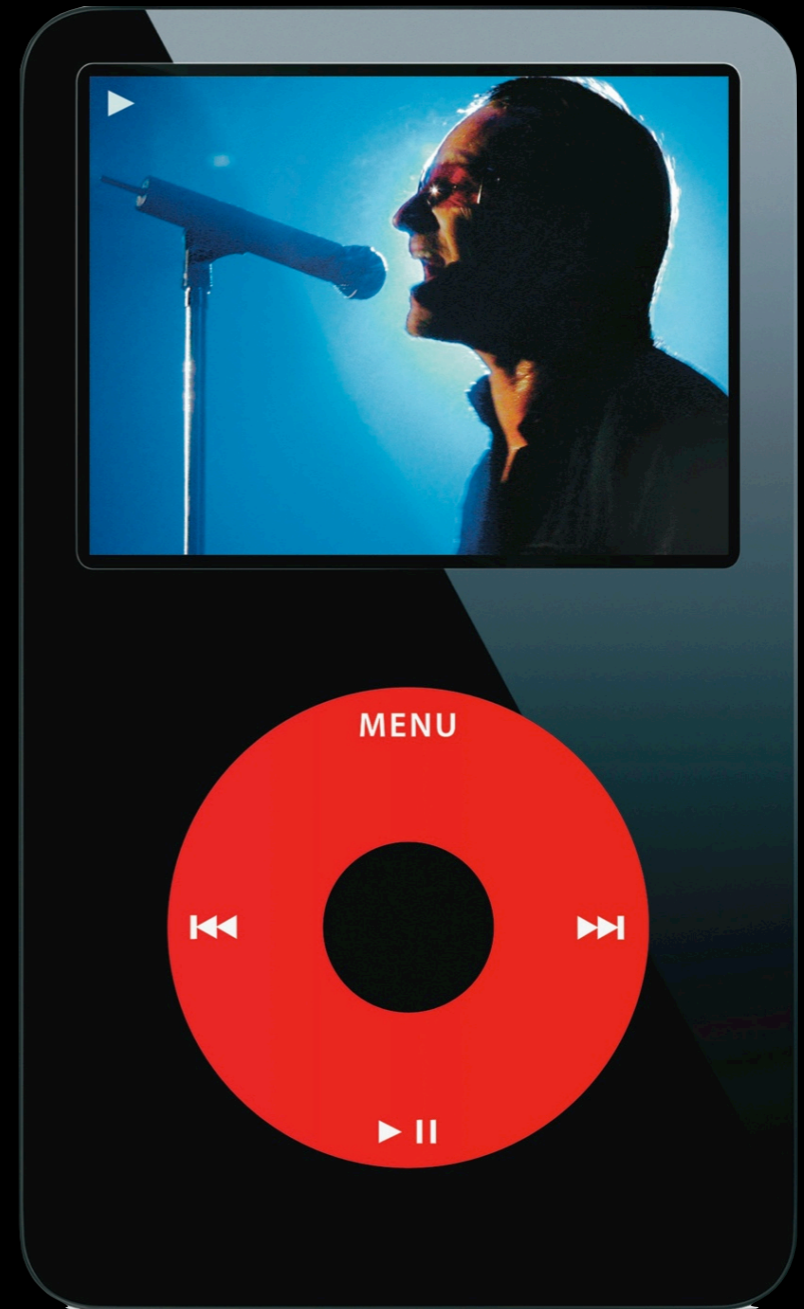


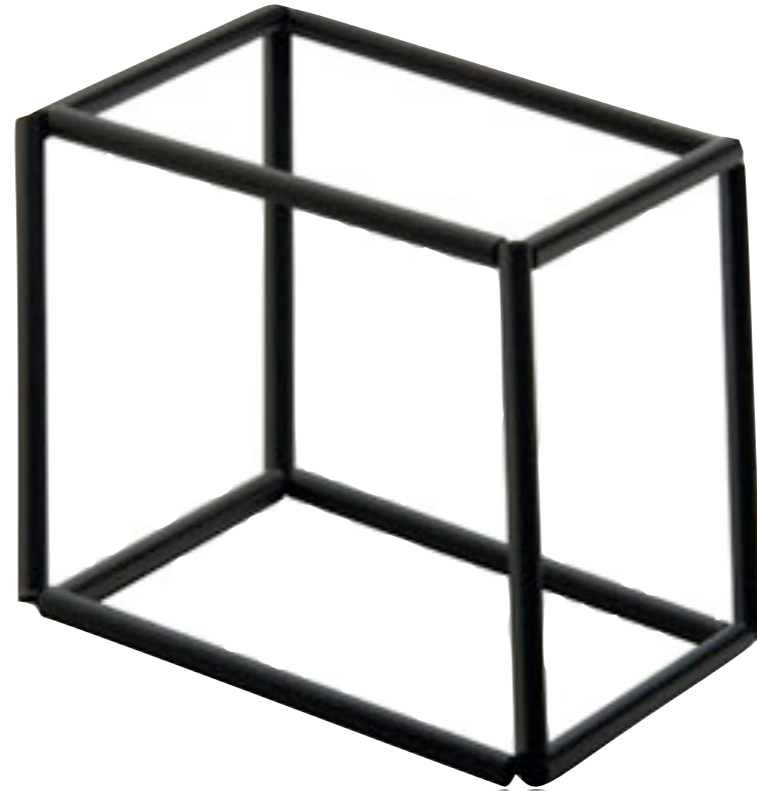


Function + Meaning + Pleasure = Value



# The design dividend





# Right angles

*Six senses for creating value*

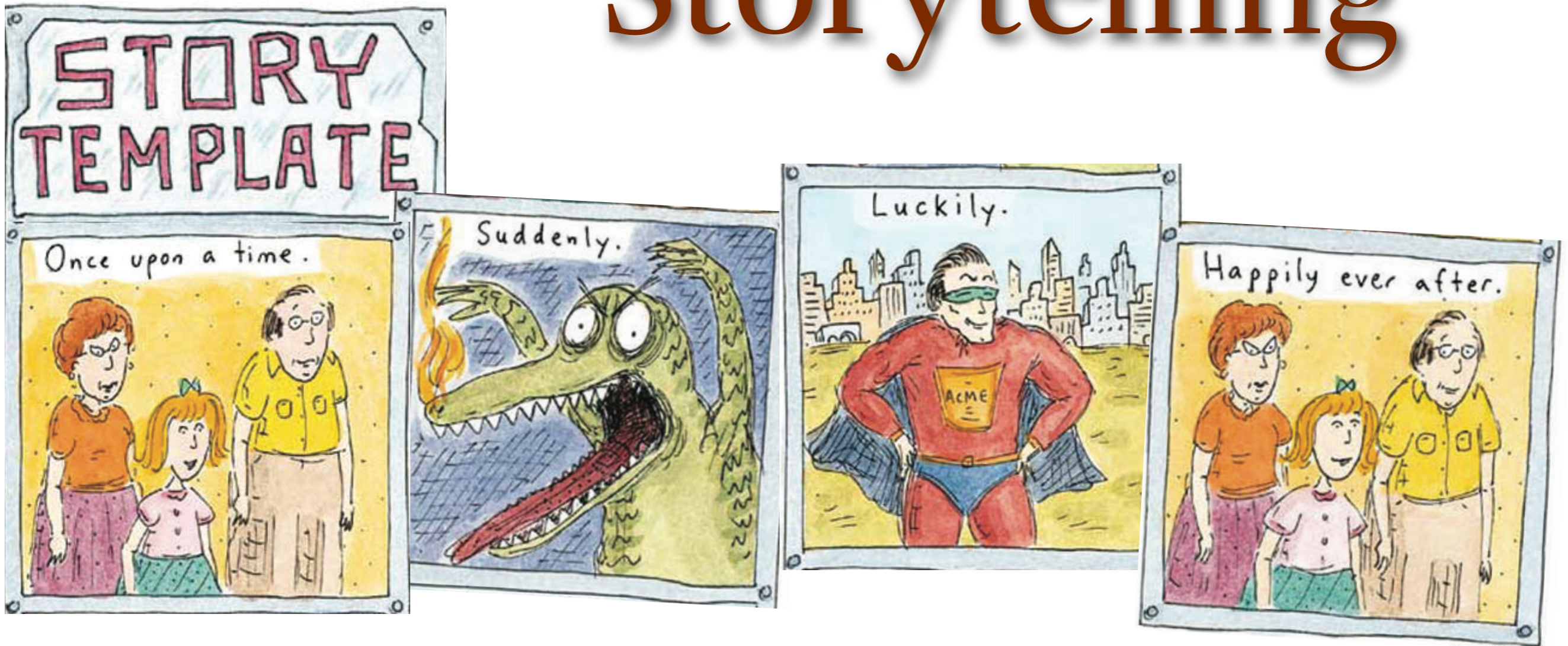
# Design



*Utility enhanced as significance*



# Storytelling



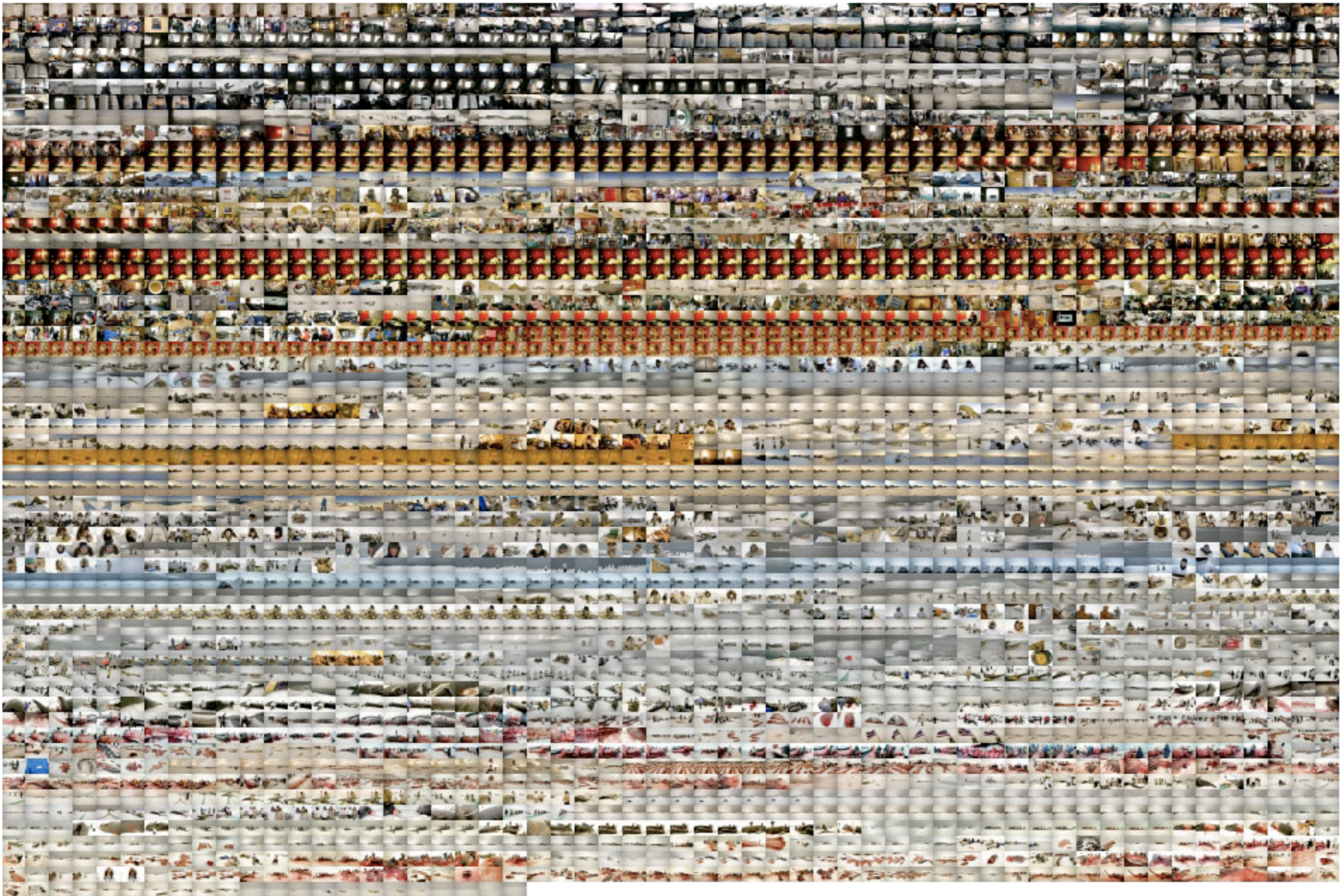
*Stories are how we remember*

# *The Whale Hunt*

*by Jonathan Harris*

*[www.whalehunt.com](http://www.whalehunt.com)*





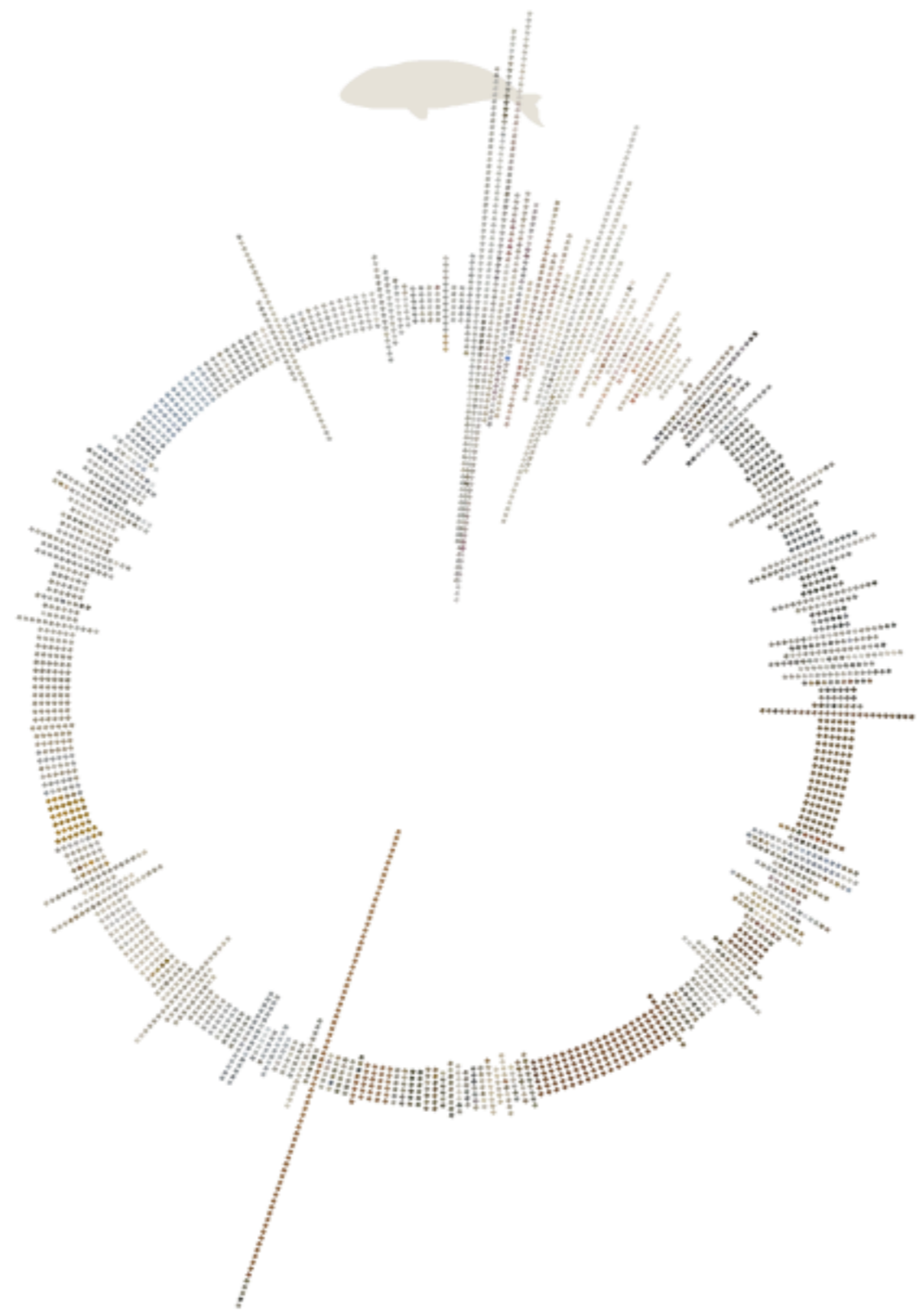
ALL PHOTOS TAKEN, MAY 1 - 7, 2007

MODES:    

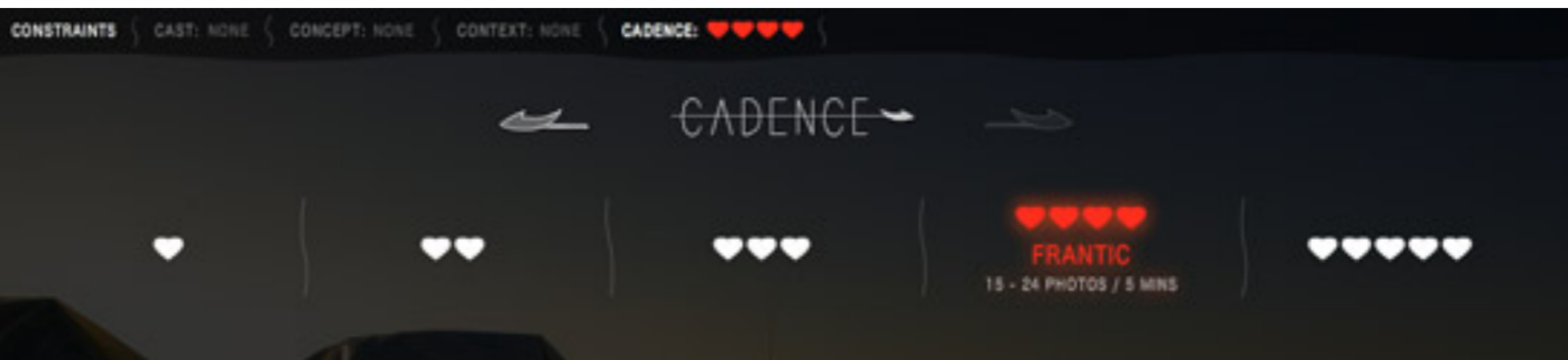
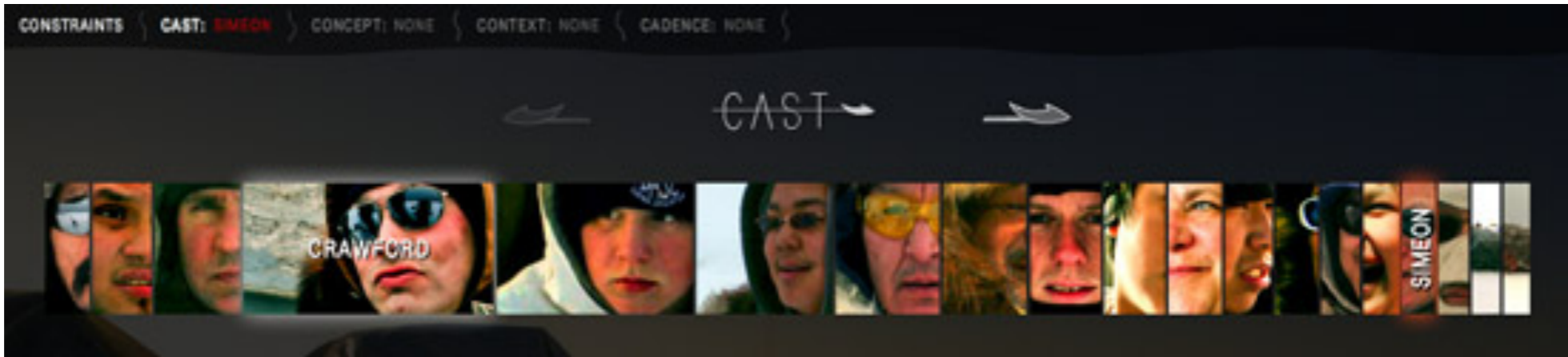


PHOTOS TAKEN PER 30 MINUTES, MAY 1 - 7, 2007

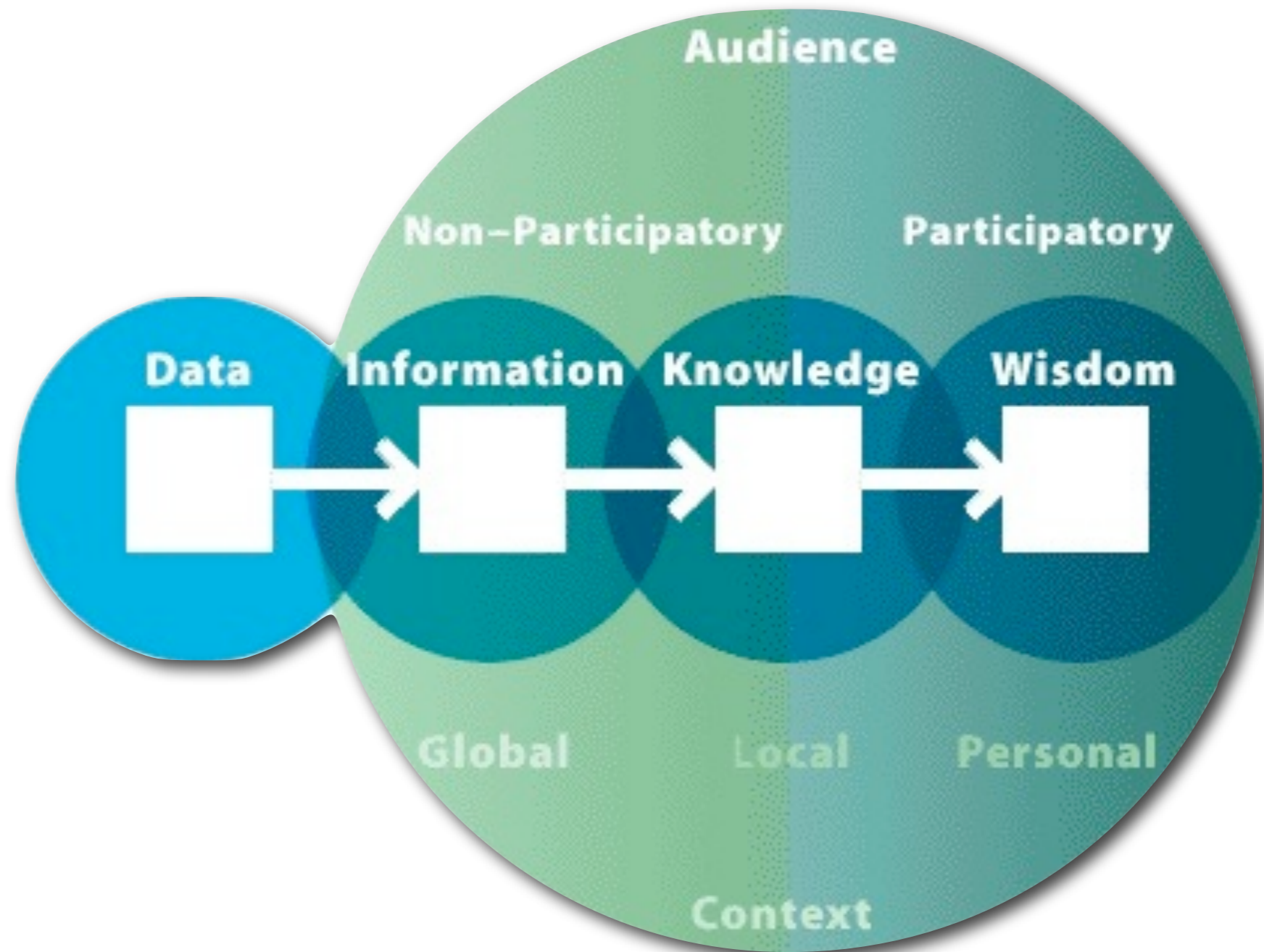
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PHOTOS TAKEN PER 30 MINUTES, MAY 1 - 7, 2007



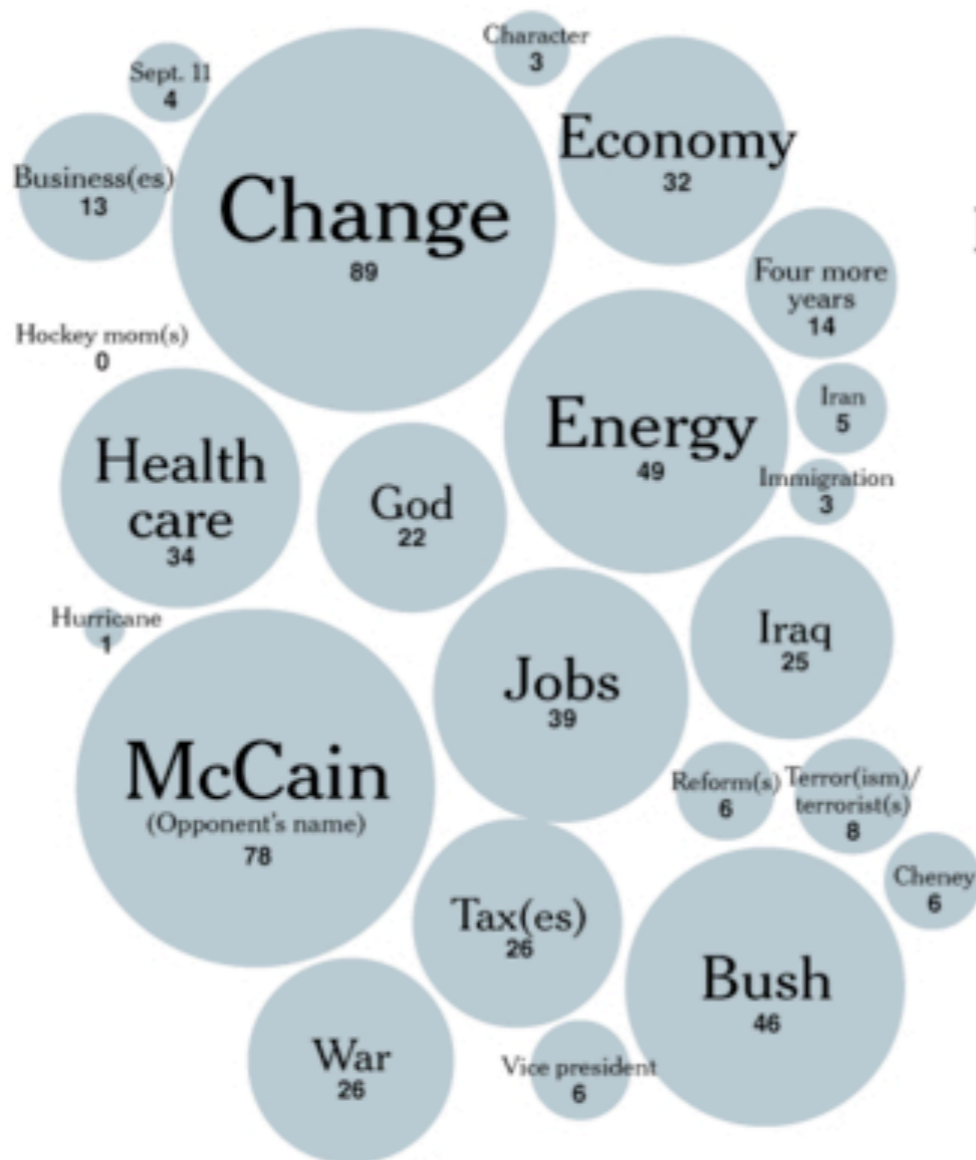
# Synthesis



# DEMOCRATS

Number of times words were used per 25,000 words spoken

# REPUBLICANS



SOME OF THE DEMOCRATIC SPEAKERS

SOME OF THE REPUBLICAN SPEAKERS

Number of times speakers used the following words or phrases



	Hillary Rodham Clinton	Bill Clinton	Joseph R. Biden Jr.	Barack Obama	Rudolph W. Giuliani	Joseph I. Lieberman	Sarah Palin	John McCain
Four more years	1		1					
Iran	1		3	2			1	1
Opponent's name	6		13	21	15	4	1	6
Change	1		20	16	8	1	3	9
Iraq	3		3	6	3	2	3	2
Health care	5	7	4	7				4





# Touch

*The ultimate virtual reality, touch is a stunning act of imaginative derring-do: Through touch we allow others to experience the world from their own perspective.*



# Play

*Play will be to the 21st Century  
what work was to the Industrial  
Society -- our dominant way of  
knowing, doing and creating value.*

*Or, he who laughs last doesn't get it.*

# *Chill out and unify the planet*

## WHAT IS SPORE?

TAKE AN AMAZING JOURNEY

CREATE AND GUIDE YOUR CREATURE  
THROUGH FIVE STAGES OF EVOLUTION.

PREV | NEXT



SPACE PHASE



SET OFF FROM YOUR PLANET TO EXPLORE AND COLONIZE THE GALAXY.





Meaning





Technology + Design = Magic



Dale Peskin

*dale @ ifocos. org*

*www. wemedia. org*

