



History that challenges the comfortable assumptions and parochial narratives may be painful but is also a sign of wisdom and maturity
Sir Michael Howard - Historian

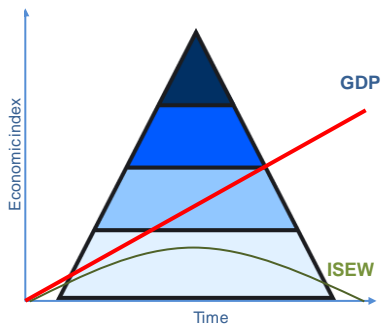
Josephine Green
Beyond20:21st century stories



Industrial-market era



Socio-ecological era



A new narrative for a new age

New projects



The what

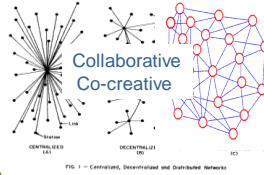
Social innovation



New technologies

More is more

New practices



**The who
The how**

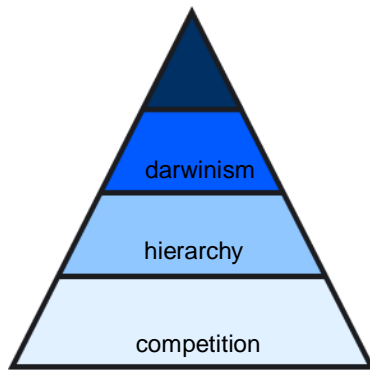
New development model



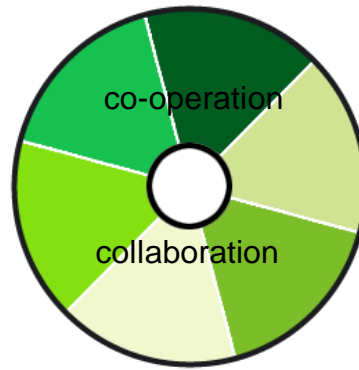
A new paradigm

a set of practices contained within
a philosophical and theoretical framework

Beyond scarcity



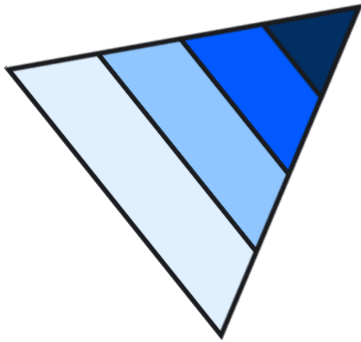
scarcity



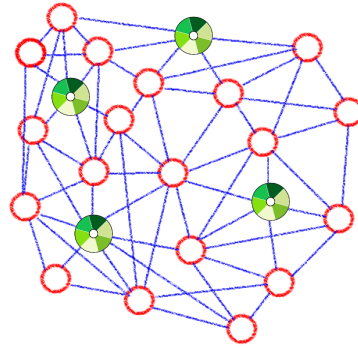
abundance

“When faced with a radical crisis, when the old ways of being in the world, of interacting with each other and with the realm of nature doesn’t work anymore, an individual life form-or a species will either die or become extinct or rise above the limitations of its condition through an evolutionary leap” *A New Earth Eckhart Tolle*

The Evolutionary Leap



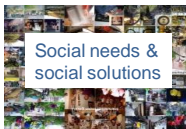
Less is more



More is more

A new narrative for a new age

New projects



micro-stories

New practices



micro-stories

Social

A Virtuous circle

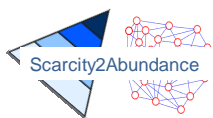
Innovation

New development model



mezzo-story

New meta-framework



meta-narrative

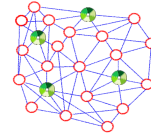
More is more

Sustainability: a more human, humane, resilient and empowering society

Embracing design and design thinking



Making visions and stories tangible
Designing with active communities
Giving people the tools and skills



New qualities

Creating a new aesthetic and a new language beyond product and efficiency and speed and scarcity

- relationships and mutual trust
- work and fulfillment
- size and a human scale
- time and slowness
- complexity and simplicity
- pleasure and beauty

Ezio Manzini.

9

Social Innovation equals diffuse creativity and entrepreneurship.



*From doing things **to** and **for** people to doing things **with** and **by** people themselves*

Thank You

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