

# TED X

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[intenseminimalism.com](http://intenseminimalism.com)



Emergence

# MICHAEL WOLFF

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When he was young a friend of his mother told him:

"Why are you so selfish?"

"you are 10 years old and you still allow your mother do your bed,"

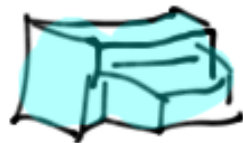


↳ people tolerate pretty terrible behaviours

"people will never forget  
how you made them feel"



"two printers, when turned on  
one said **READY** while the other  
said **START: START** felt like it  
was up to me,"



"the trouble with vs is  
that we rather be ruined  
by praise than saved  
by criticism"

"you can't wear two pair  
of shoes at the same time"



Taking your shoes off  
is  
absolutely critical.

# JAMIE BRASSETT

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systems



order



chaos

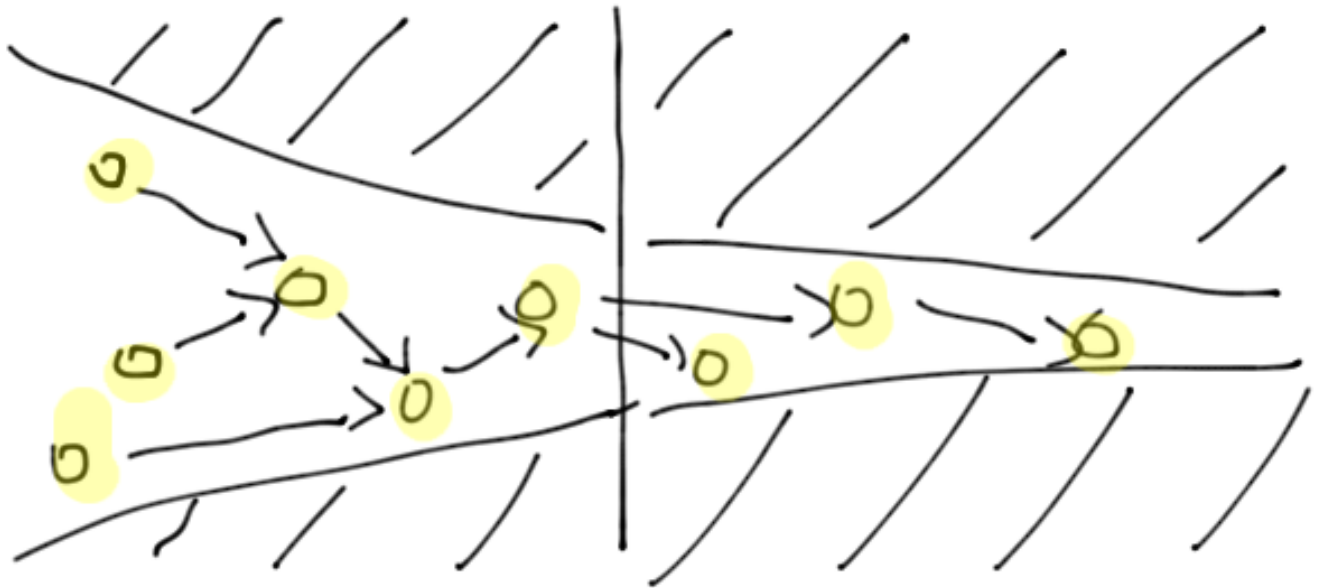


complex

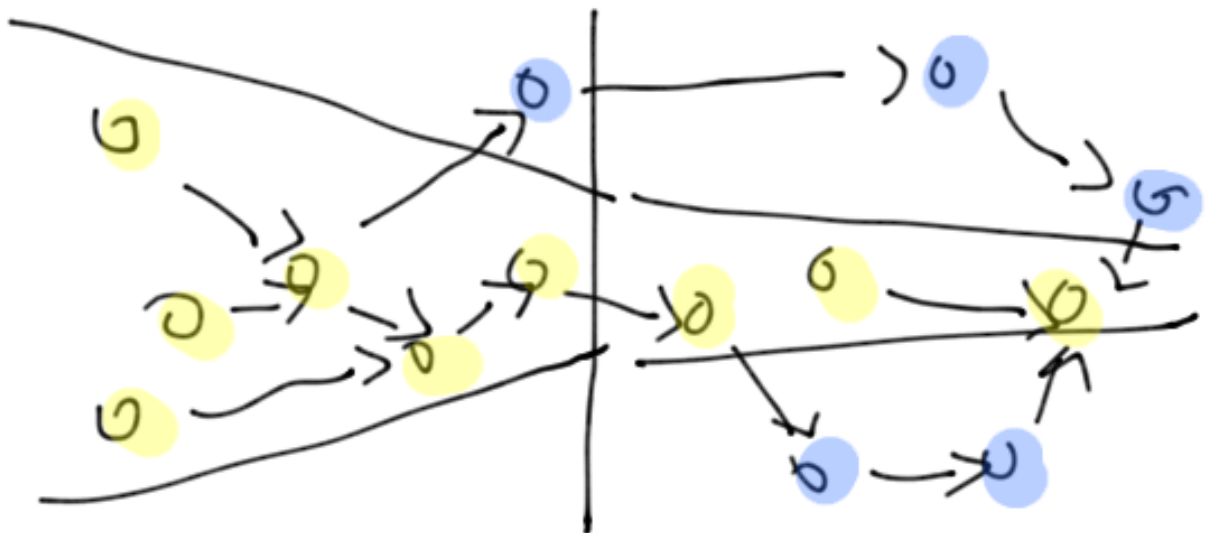
'The spontaneous emergence  
of order out of chaos''  
-Mandel

# INNOVATION

Traditional



Open





challenge

L> articulate an

open space

with

simple rules

"like a flock"



# RICHARD SEYMOUR

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- why did you write something  
in the back of the clock  
where nobody sees it

- god can see it



## DESIGN FOR FEELING

light smoothly turning off slowly

↳ cars

↳ cinema

intrinsic (vs) extrinsic

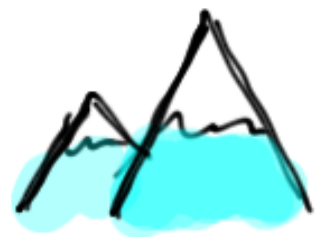
BEAUTY

without  
external  
information!



"We see things as we are"  
- Anais Nin

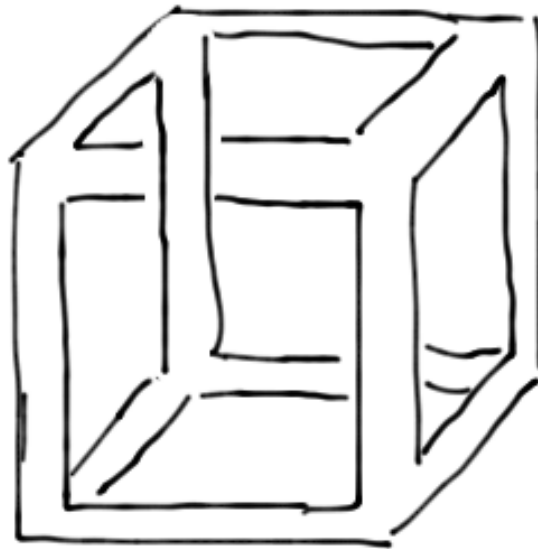
comprehension leads to a higher  
sense of beauty



Form

is

Function



TOM HULME

IDEO

"our ability to plan  
is disappearing"

DESIGN FOR EMERGENCE

① Accelerate Evolution

linear is too slow



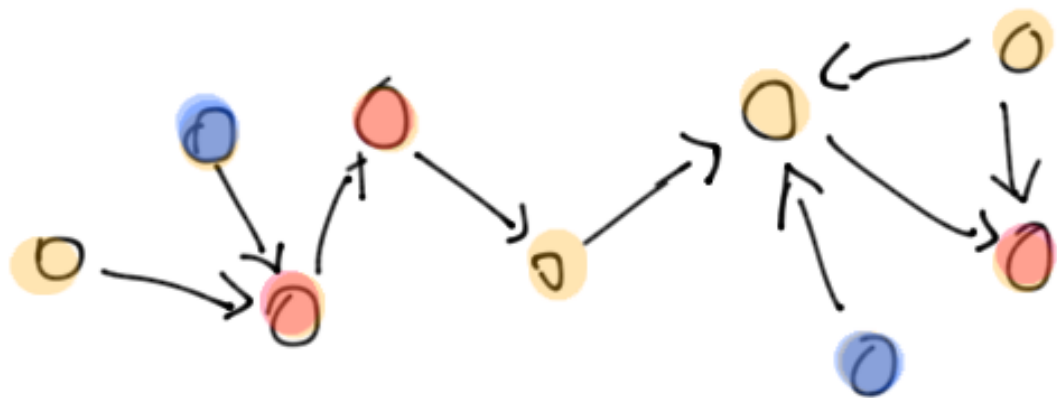
## ② Consider Constraints

don't throw away them  
but understand and consider  
them



## ③ Serendipity favours the Connected

↳ through openness



# ④ Grab Opportunities

Play doh was a wallpaper cleaner in the origin



stay close to your users



# THE HONEY CLUB

bees make  $\frac{1}{3}$  of pollination

↳ in danger of disappearing within 2018 in UK



Create a local community around honey-related activities and teach teens social entrepreneurship



# MISHA GLENNY

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ANONYMOUS

↳ political hacking



// Two types of companies:  
the ones that know they have  
been hacked or the ones  
that doesn't know,



Mighty struggle to control internet

# Hackers Profiling Project (Turin)

cardermarket.com



→ was store for criminals

→ used mediators to  
allow commerce between criminals

# TRAITS

- developed skills in techs
- unclear moral background
- slight asperger

"certain disabilities turn  
in incredible skills  
with a computer."

JULIE JENSON BENNETT

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"I hate cocktail party"

↳ "so, what do you do?"



In design is important  
to have the right idea  
at the right time.

Time is critical -



# TIME

- chaotic



- linear



- cyclical  
it will repeat



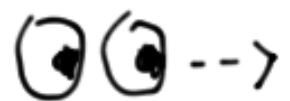
- collapsed  
past, present, future  
now



when you choose photos  
or fill your Facebook  
timeline you **select**  
the parts defining the  
person you want to be



emergence is forward looking



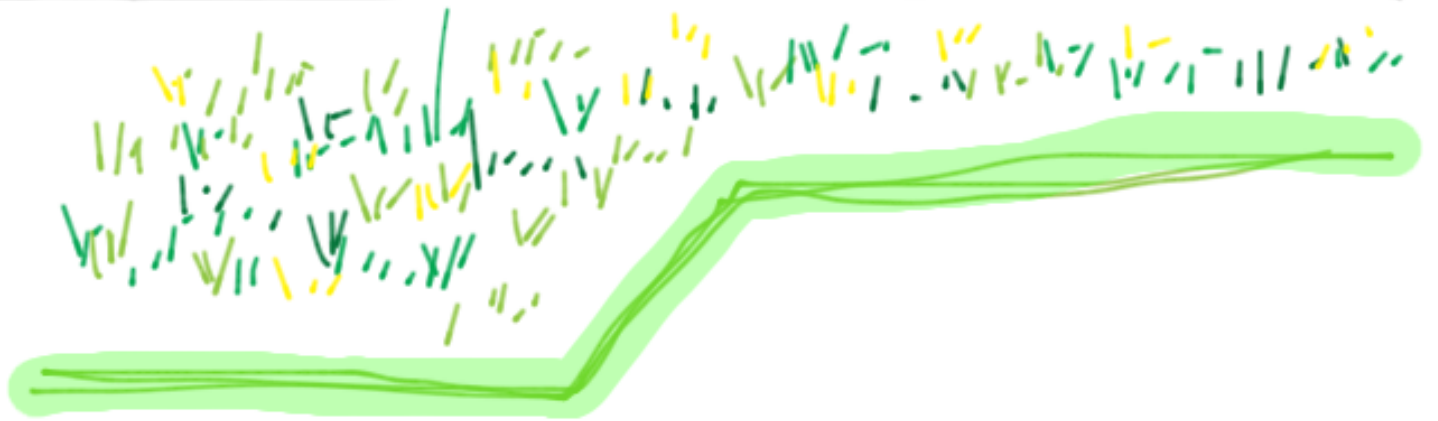
you know something and  
you give it a name  
... that's when it  
can exist and be taught

"we should stop  
looking for the new  
but look for  
the better"



# URBAN GREEN LINE

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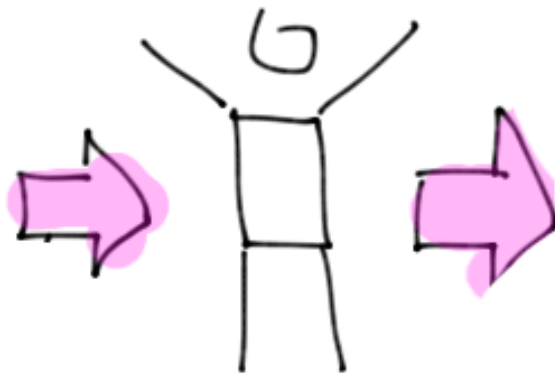
a line drawn where  
a piece of green  
has been cleaned and  
made livable again.



# NADIA BERTHOUSE

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technology ↔ body



aware

support  
amplify

emotional experience

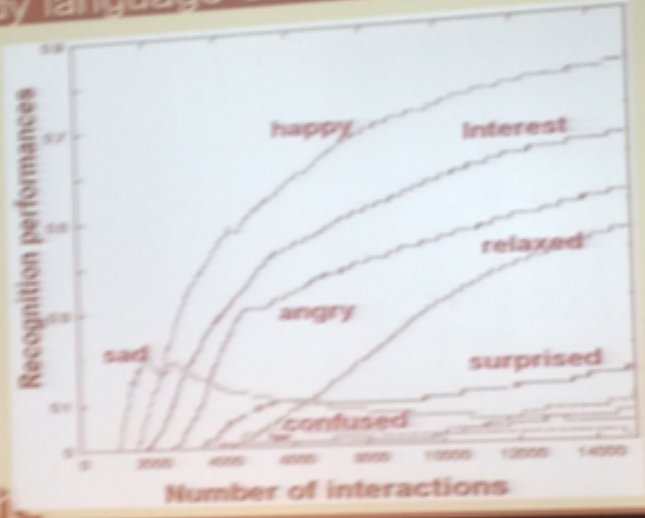
read feeling from  
body posture and movement



- some postures are universal
- some postures are dependent on culture and context

# A body language code emerges

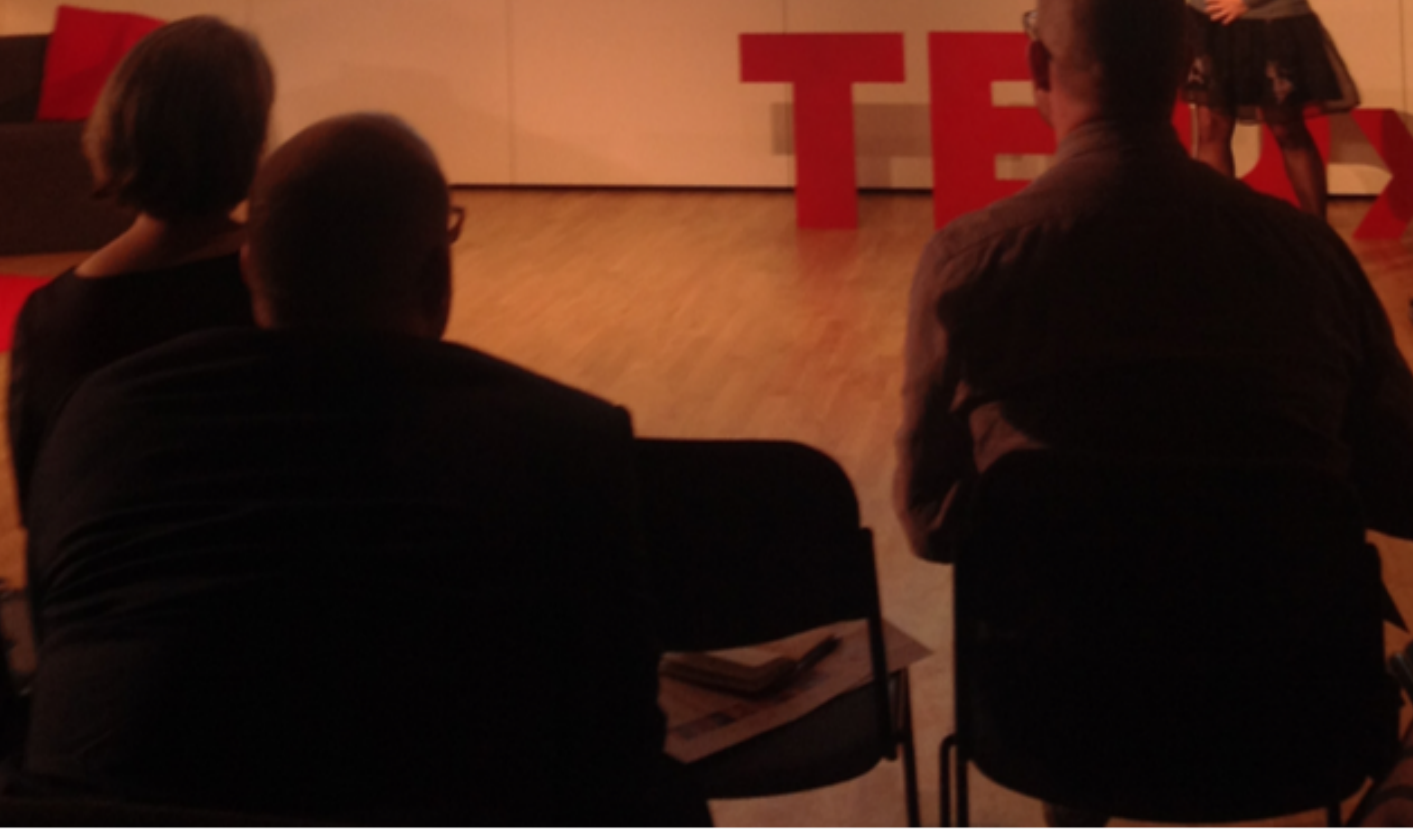
UCL



UCL



TED



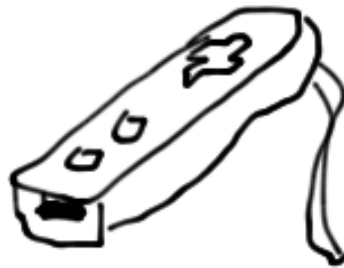


our body speaks to **others**  
as it speaks to **ourselves**.

↳ if we assume a sad position we will feel sadder

**Wii** engage our full body

↳ can make us happier



# BARRY BUZAN

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"imagine your best world map  
imagine history events on the map,"

We are living downstream  
in a transitional period  
to a new norm.

TO SEE IT YOU NEED  
TO STAND A BIT  
OUTSIDE HISTORY





# TED<sup>x</sup> Central Saint Martins

an independently organized TED event



in 1900



we were transformed by industrial change

not just tech...



...but also ideas

liberalism

scientific racism

nationalism

all people are equal

huge concentrated power

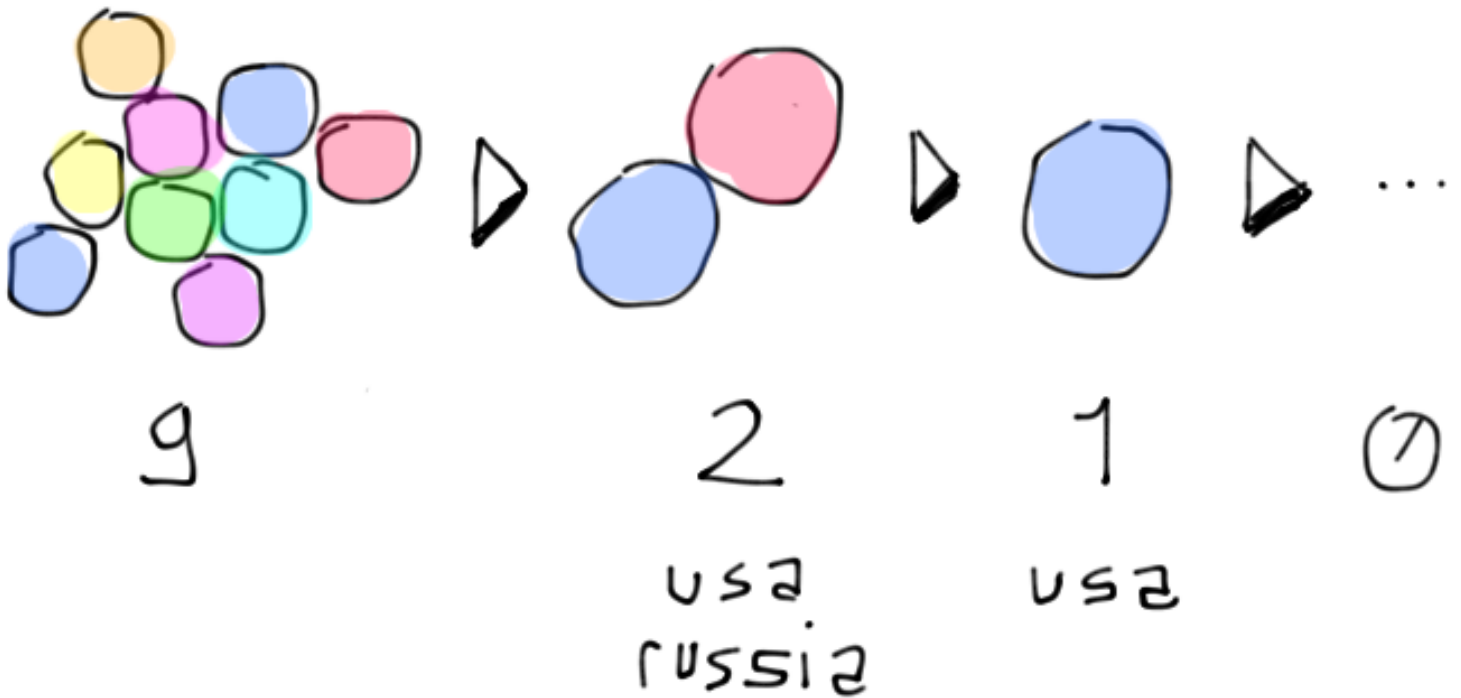
huge inequalities

few countries



the ability to concentrate  
power was founded  
on inequality

↳ world superpowers  
are disappearing





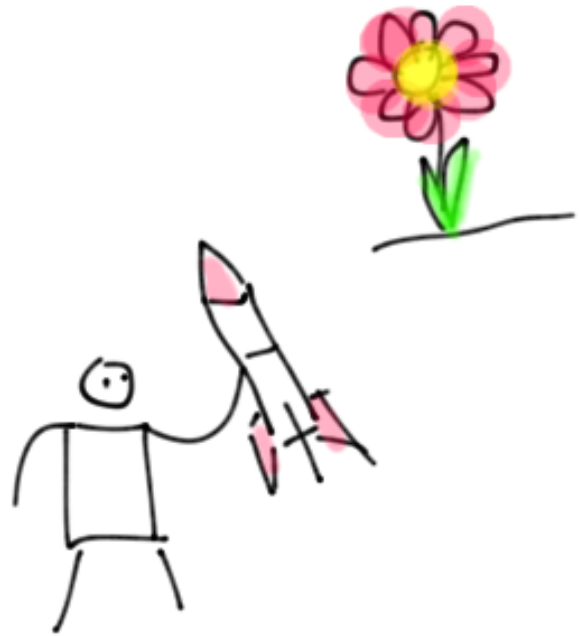
"we are all capitalist now,"

↳ different kinds of capitalism

↳ no more ideologies

↓  
let  
them  
bloom!

now individuals  
can achieve  
relatively big  
power





THE TEDx TEAM  
THANKS