BRAINSTORM to CULTIVATE COOPERATIVE RELATIONSHIPS

San Diego Design Week 2021 by Agota Jonas
BE LOCALLY ATTUNED AND RESPONSIVE

“Fit into and integrate with the surrounding environment”

Fit in, integrate, be aware of what is needed and what is available in the surrounding environment

Mutualism - between fruiting trees and fruit-eating birds (eg: Casearia corymbosa)

The tree provides nourishment in the fruit pulp and the seeds, and the birds might carry the seeds to far-away new sites where young new trees can sprout and establish.
The design cultivates win-win cooperation instead of competition. Remember that you or your design cannot do everything. Find partners, set up collaborations. If you start from what is “needed”, and match that with what is “available” your products will have a higher chance of fitting in within the given physical/social environment. Share things and strive to build long-lasting relationships. Learn from species; they share and give away what they have in abundance.

USE THE SURROUNDING ENVIRONMENT’S CYCLES, MATERIALS, ENERGY, USE FEEDBACK LOOPS.