



BRAINSTORM
to
CULTIVATE COOPERATIVE RELATIONSHIPS

San Diego Design Week 2021
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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*)

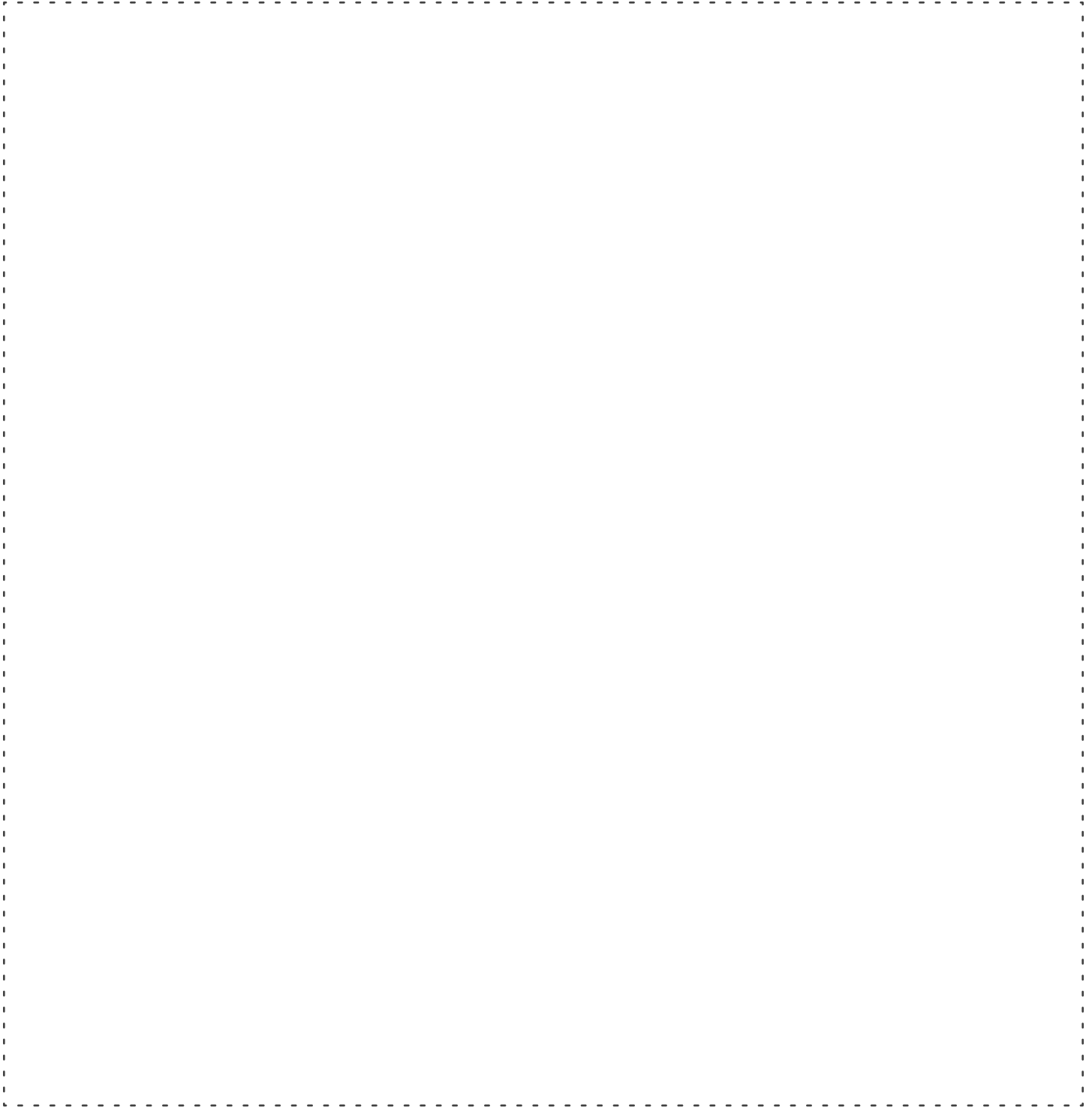
The tree provides nourishment in the fruit pulp and the seeds, and the birds might carry the seeds to far-away new sites where young new trees can sprout and establish.

> Use Sub Principle: **CULTIVATE COOPERATIVE RELATIONSHIPS**

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.

The background features a repeating pattern of stylized botanical branches with leaves. Each branch is decorated with small, solid-colored dots. The dots are arranged in a grid-like fashion, with each branch having a cluster of dots. The colors of the dots vary by branch: red, yellow, teal, purple, and blue. The text 'SDDW - 2021' is centered in the middle of the page in a bold, green, sans-serif font.

SDDW - 2021