

design parameters
for
timeless
communication

XXX

the paternalistic days
are over



the new communication challenge

solving the paradox
of grabbing the future
in a non-paternalistic mode

the far away future
the vague value and uncertain meaning
of future monetary income

complex and uncertain by nature
related to personality and feelings
connected with trust

create insight, entice action,

rethink a wrongly footed approach



do not, what is not possible

solving asymmetry

overcoming asynchrony

conceal fear and uncertainty

a kitchen table conversation like with friends

for the moment, forget about the push of means:

the facebook solutions to everything

jip & janneke dumbing down

communities built on clicks

digital intimacy of mobile apps

personae segmentation



a new
design approach

embrace the characteristics

asymmetry
uncertainty
life time

and
build on free will
trust people to act
think in 'ergonomics' of the institute xxx

(xxx)
to 1.000.000

delacroix: la liberté guidant le peuple



the power of sending

reach into the the human power of telling great stories through books, films, pictures, music, theater

create an iconic narrative about *'the future is now'*

in a sequel of 'works of art'
(art as the ultimate getting-the-message-across)

balancing between
fear for reality
hope of action

1.000.000
confessions



just listen

the opportunity for 1.000.000 stories to be told
without judgement and not to be shared

providing a mechanism of internalising the
message of xxx ('the future is now')
and a call to action

a consistent
50 years conversation

2014: 50 years earlier



a new perspective of time

bring the future forward
through life time communication

consistency in
meaning and form of the message
services and tooling
building an oeuvre

in a time frame of five generations of managers

stordes' approach
to make it true



connection of beauty

design the new parameters and a layered
communication (marketing) architecture

a heartbeat

continuous rhythm of dialogues to link the new
perspectives and designs to the ongoing business

impulses

concrete and specific initiatives to build the
capabilities to realise the envisioned beauty