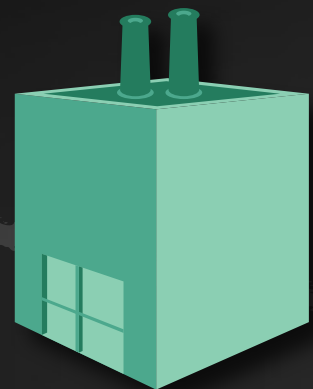


**DESIGN**



**TECHNOLOGY**



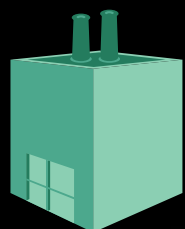
**INDUSTRY**



**CREATIVITY**



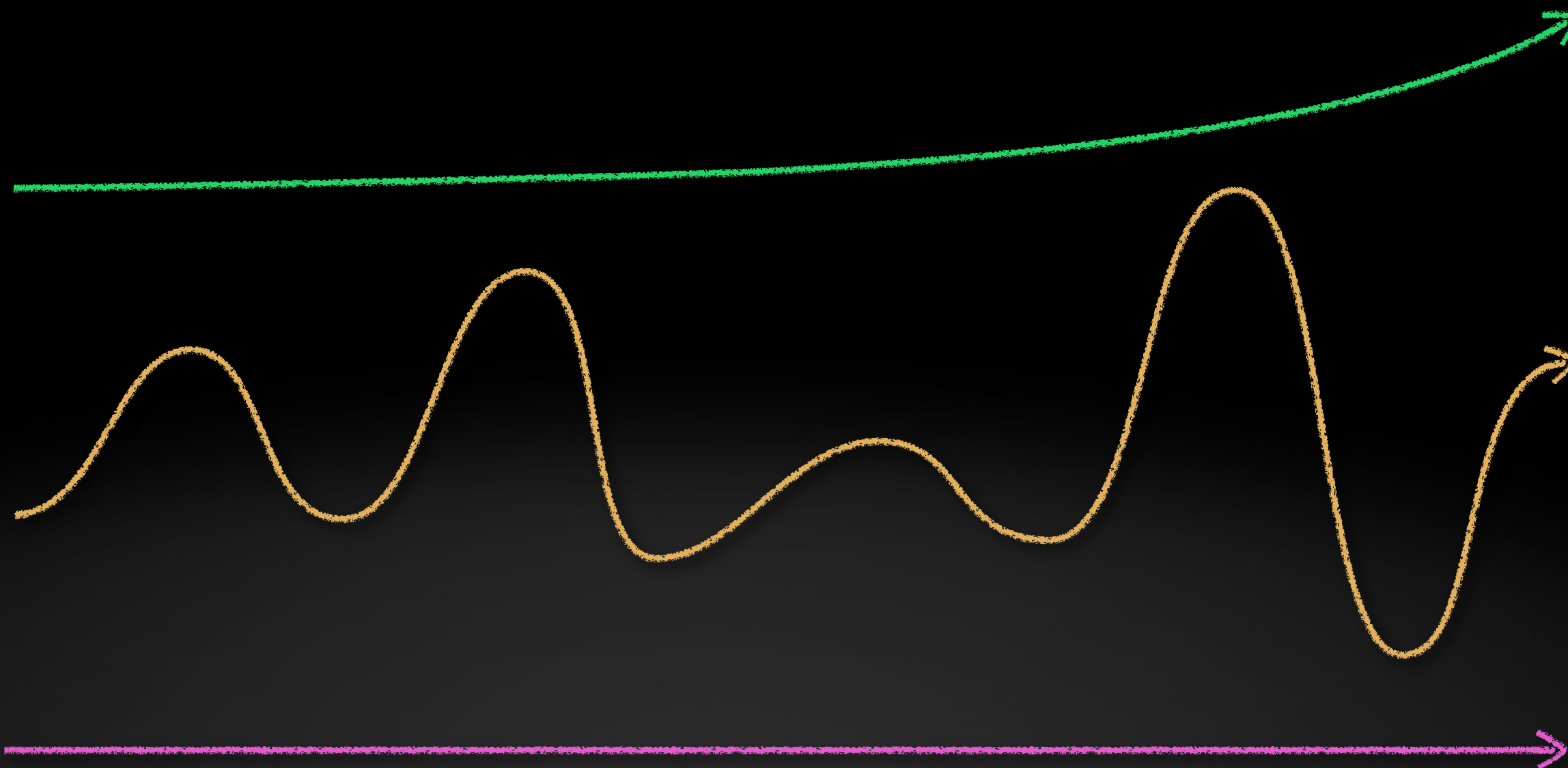
**TECHNOLOGY**



**INDUSTRY**



**CREATIVITY**





**TECHNOLOGY**

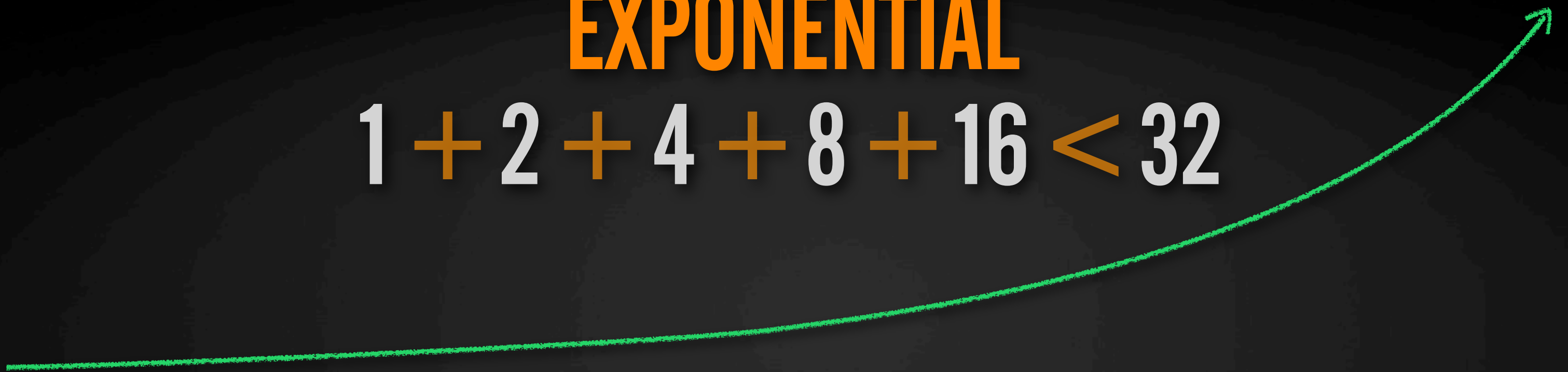




**TECHNOLOGY**

**EXPONENTIAL**

$$1 + 2 + 4 + 8 + 16 < 32$$





**TECHNOLOGY**

**INFINITE COMPUTING DNA**  
**DATA FABRICATION**  
**CONNECTIVITY**  
**AMBIENT INTELLIGENCE ROBOTICS**  
**SYNTHETIC BIOLOGY NANOTECHNOLOGY**





**TECHNOLOGY**





**TECHNOLOGY**

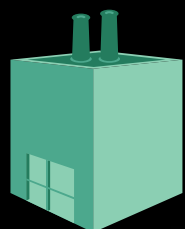
**2013**



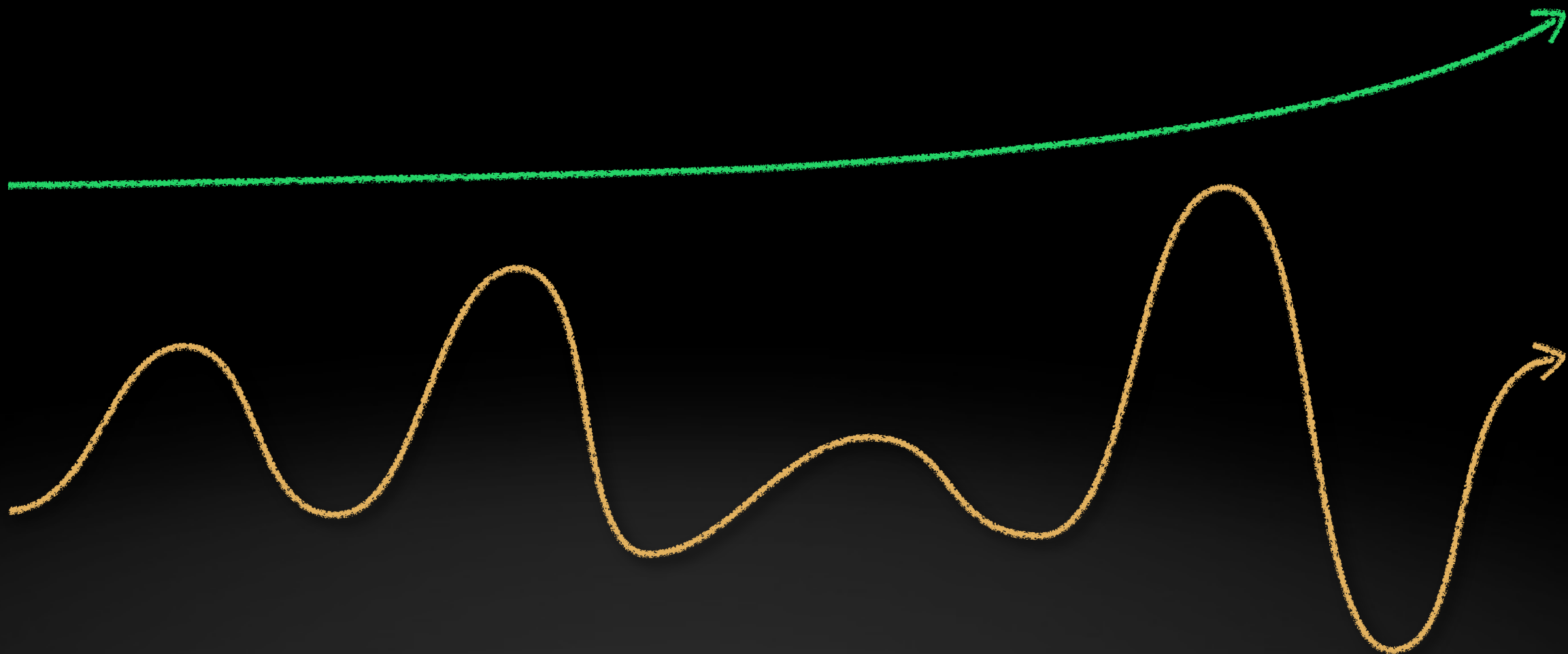


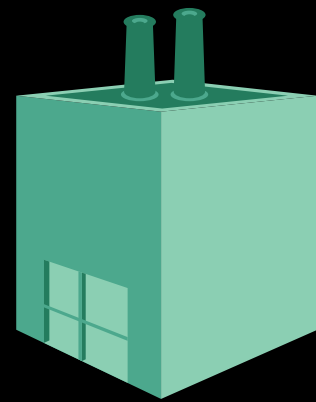


**TECHNOLOGY**



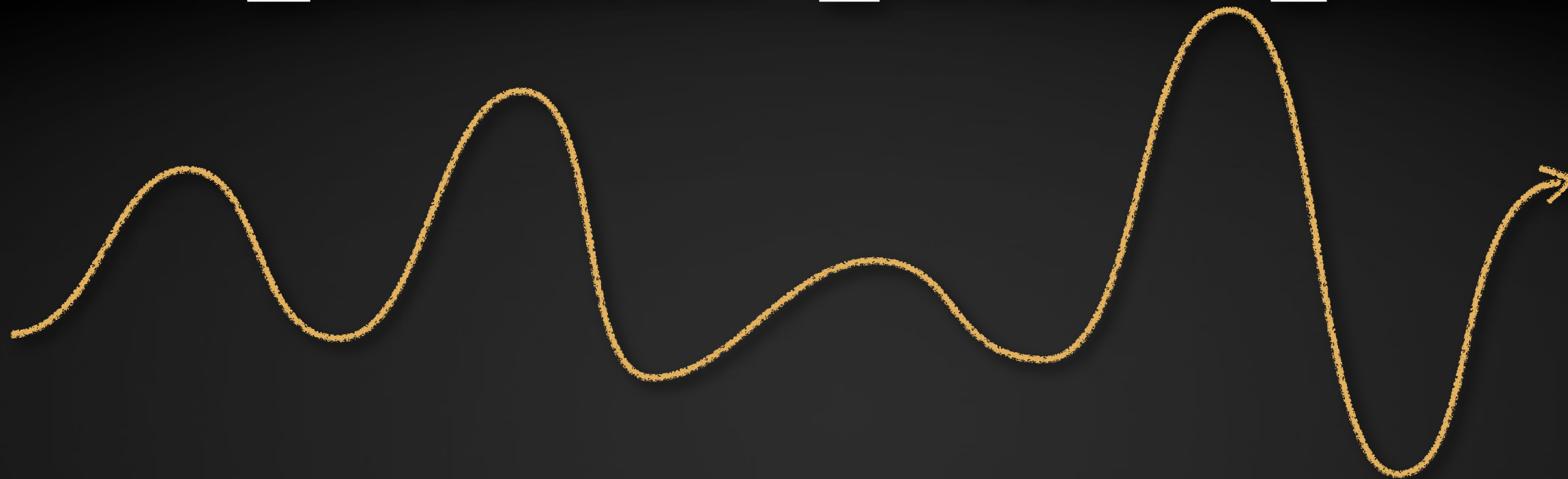
**INDUSTRY**





**INDUSTRY**

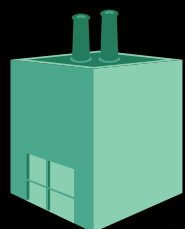
**VOLATILE UNCERTAIN CHAOTIC AMBIGUOUS**







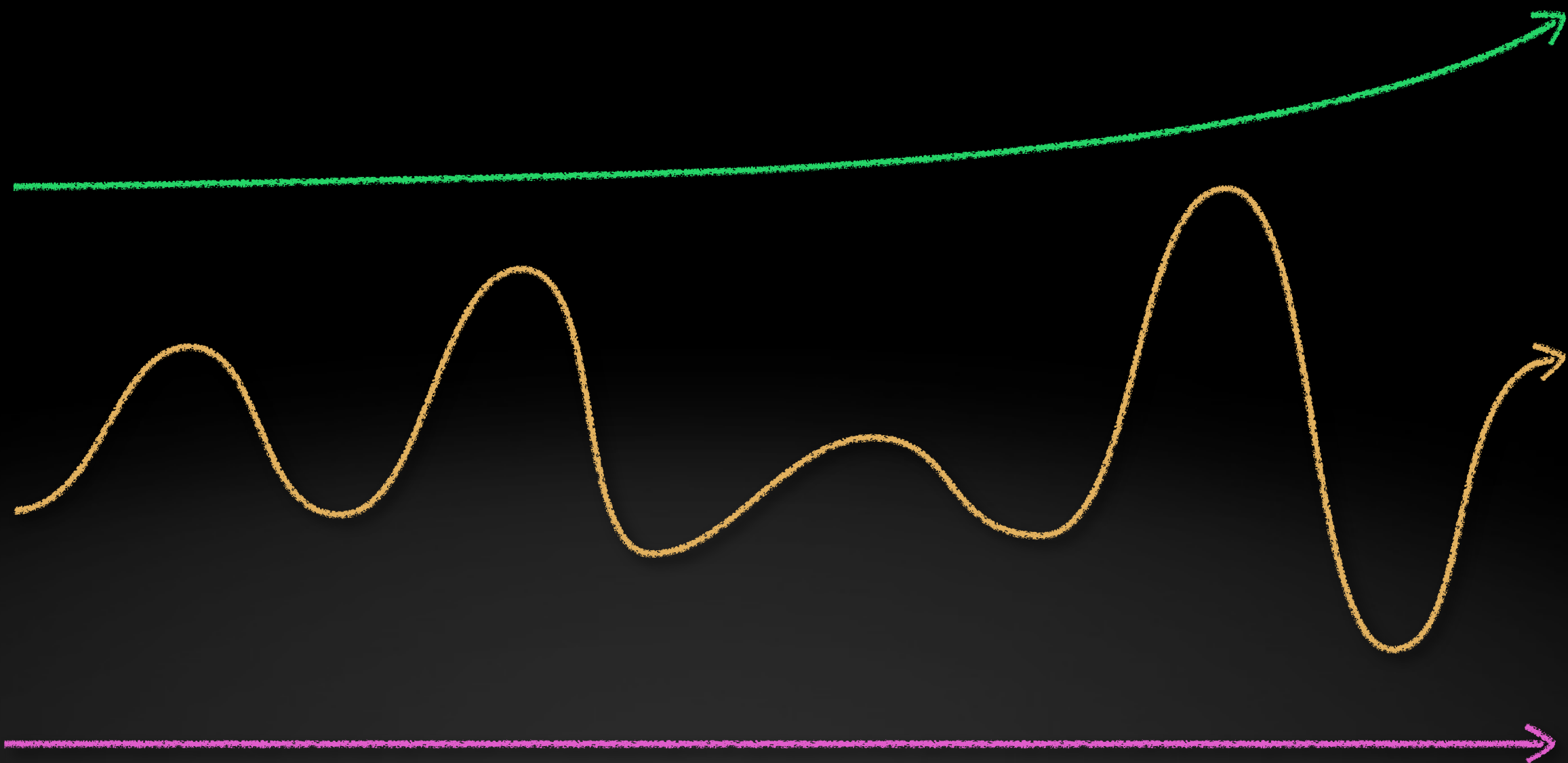
**TECHNOLOGY**



**INDUSTRY**



**CREATIVITY**







**CREATIVITY**



**INDUSTRY**



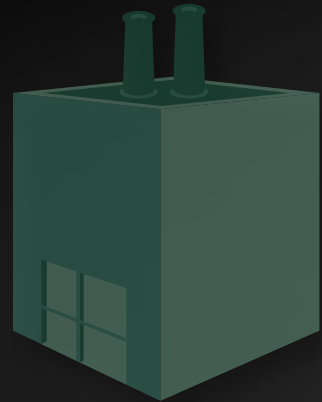
**TECHNOLOGY**





**CREATIVITY**

# DESIGN



**INDUSTRY**



**TECHNOLOGY**

# DESIGN

INVOLVES IDENTIFYING  
ALTERNATIVES AND DELIVERING  
BY SYSTEMATICALLY EXPLORING  
ALTERNATIVES AND DELIVERING  
ELEGANT SOLUTIONS













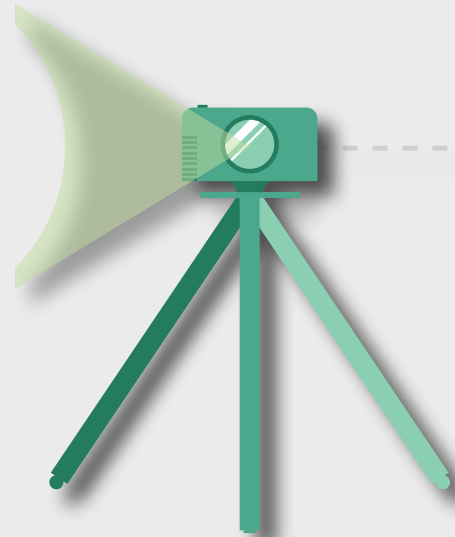






# TECHNOLOGY

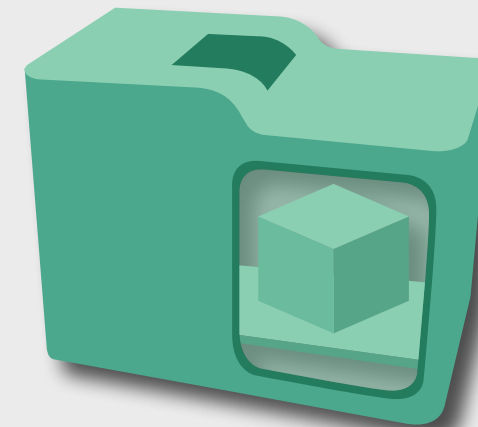
**READ**



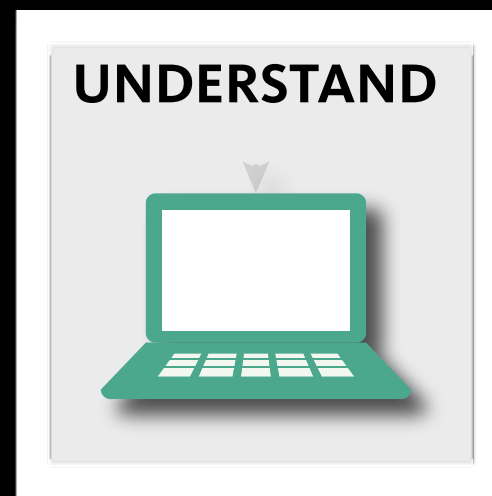
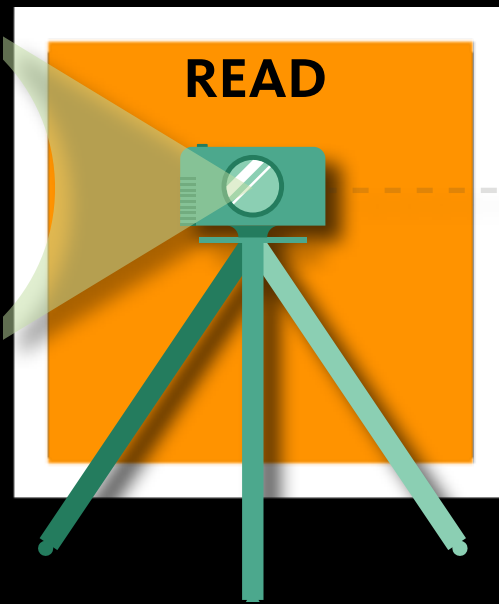
**UNDERSTAND**



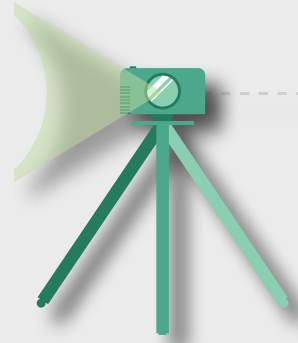
**WRITE**







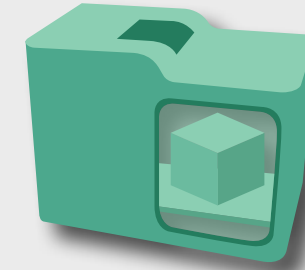
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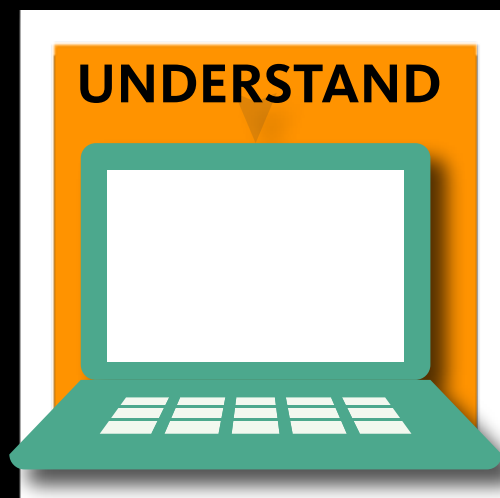
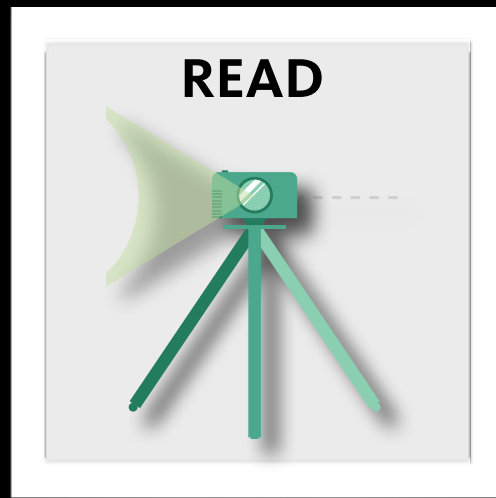


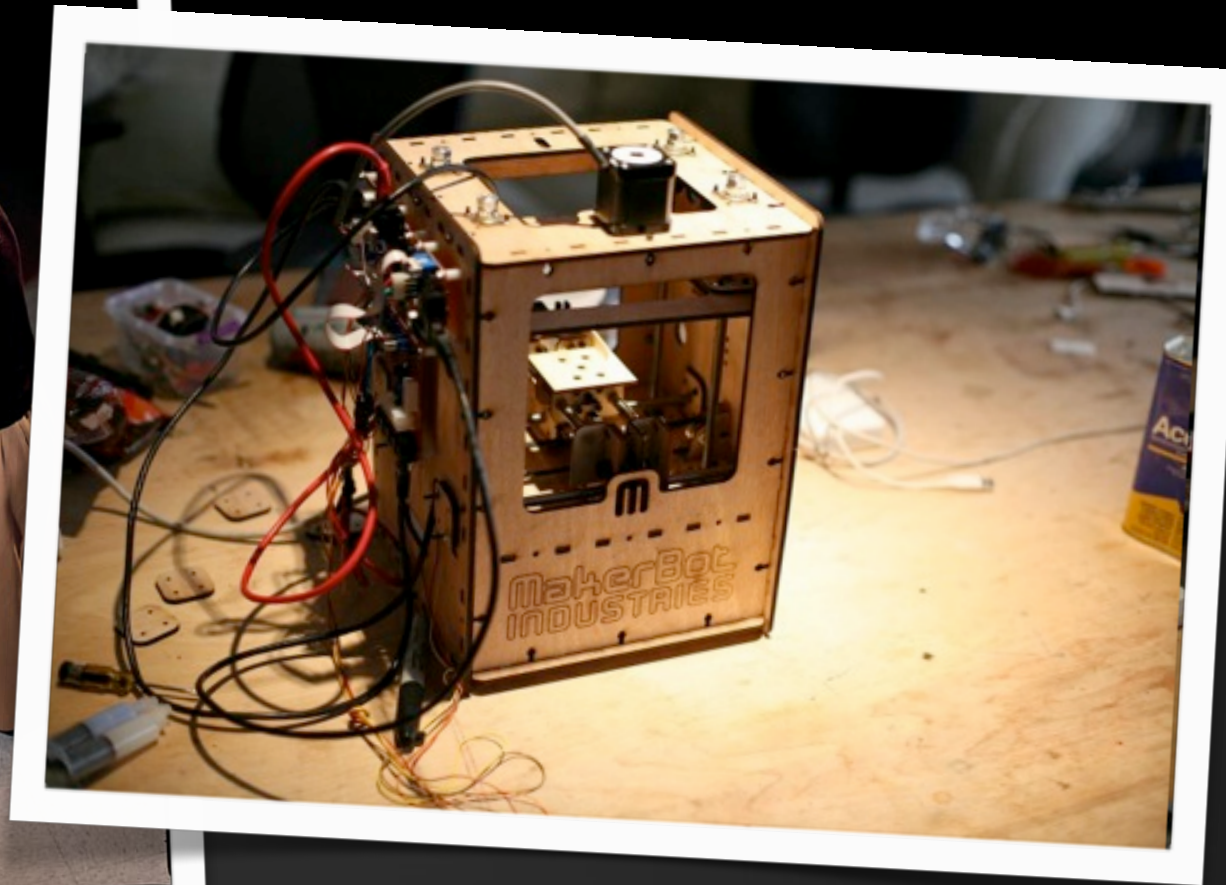
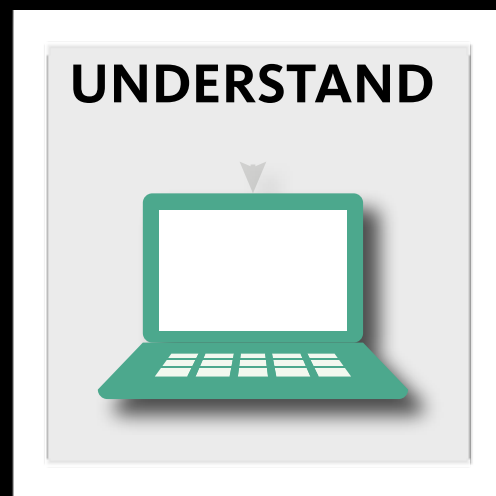
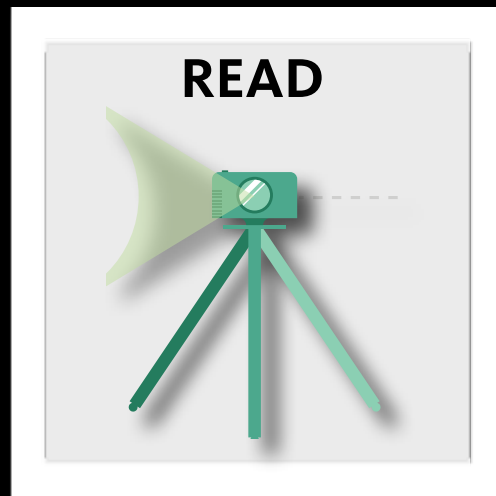
**UNDERSTAND**

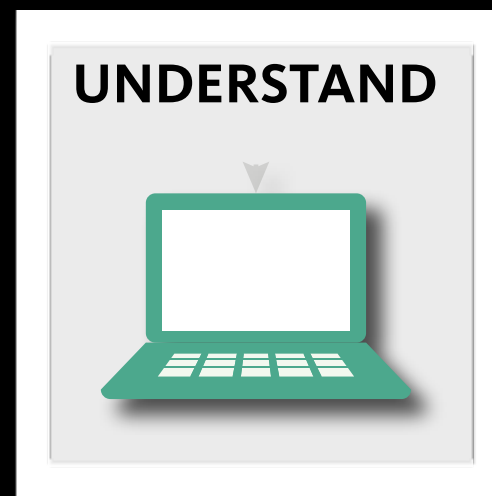
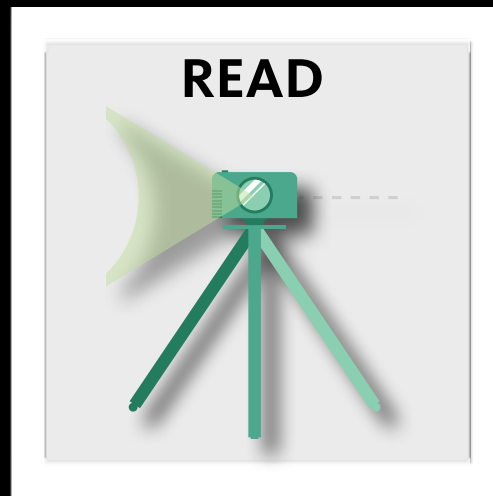


**WRITE**









**Plastic**



**Metal**



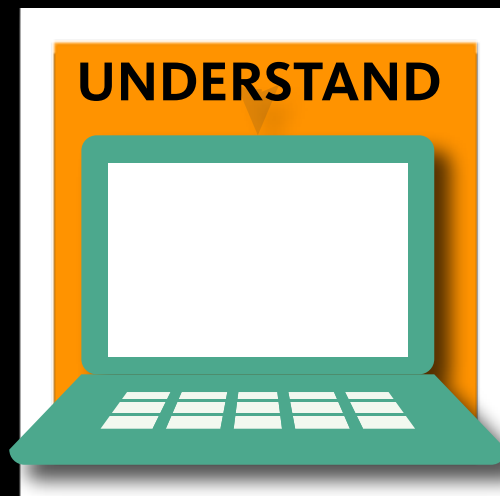
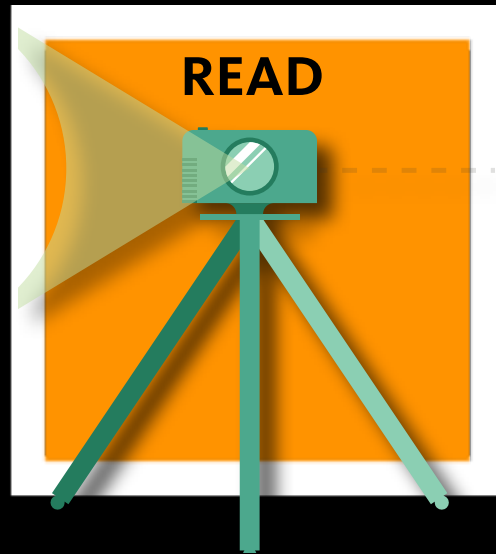
**Fabric**



**Stone**



**Glass**



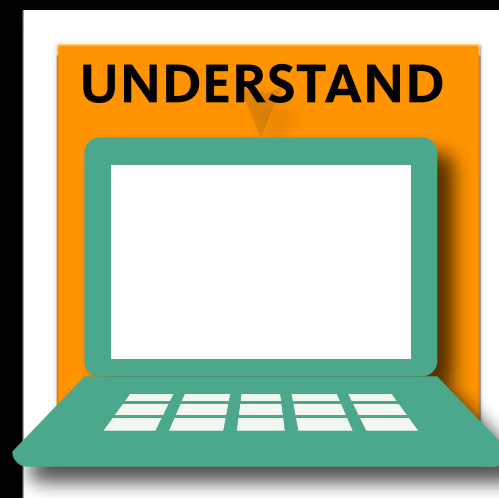
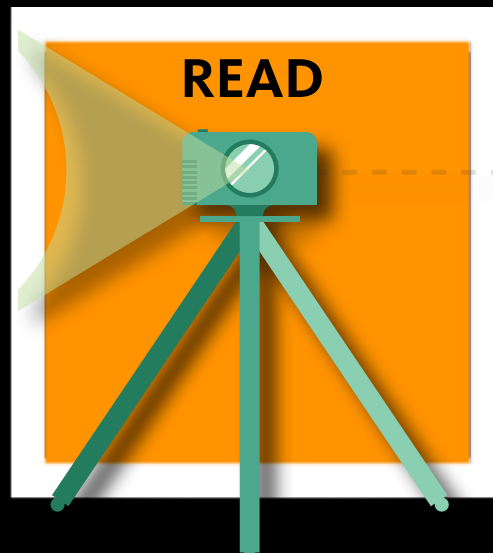
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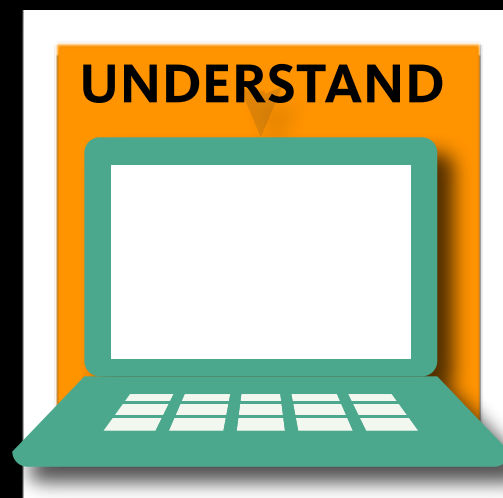
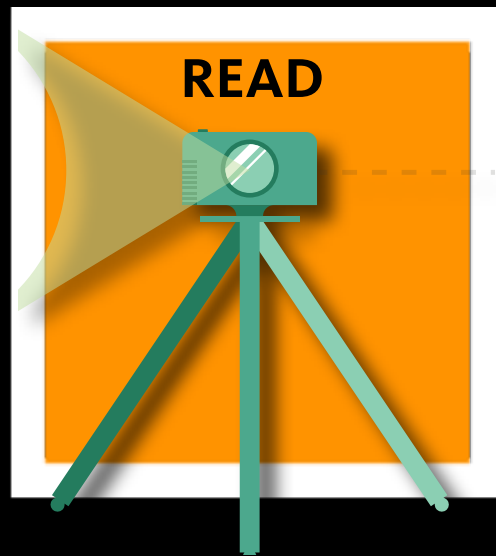
**DESIGN**

**REVISE**

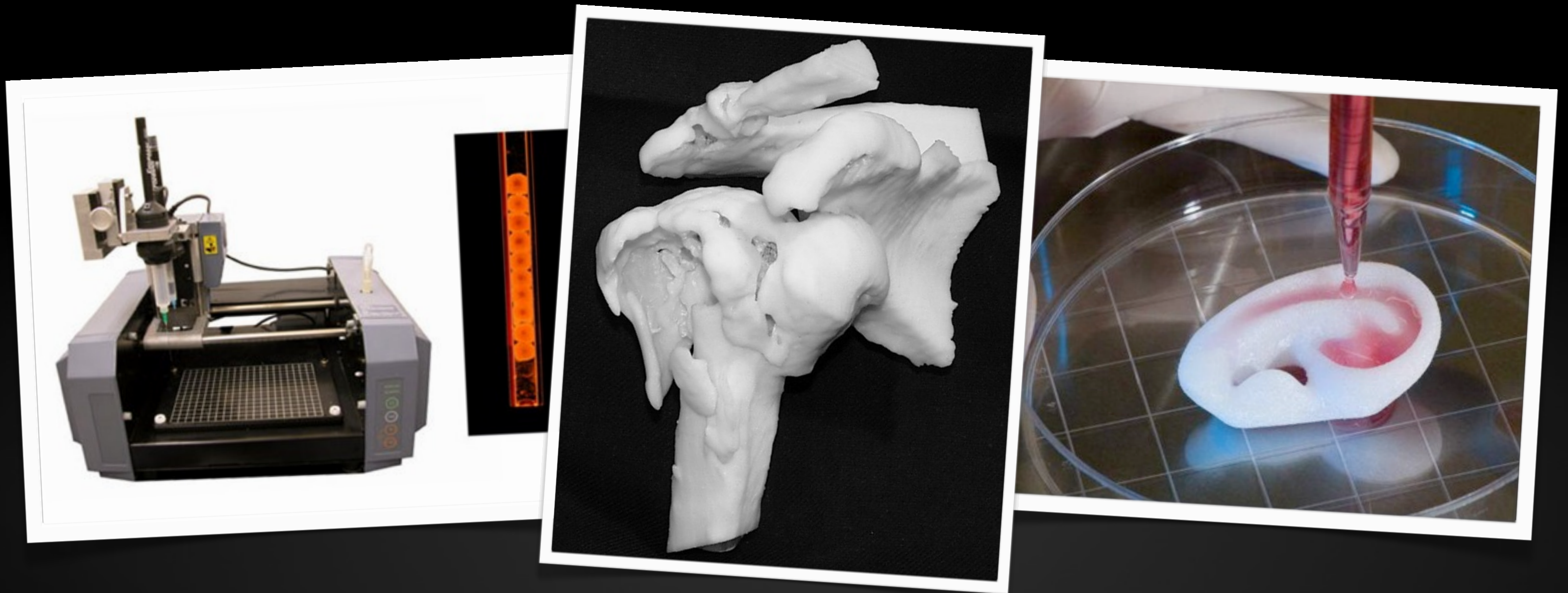
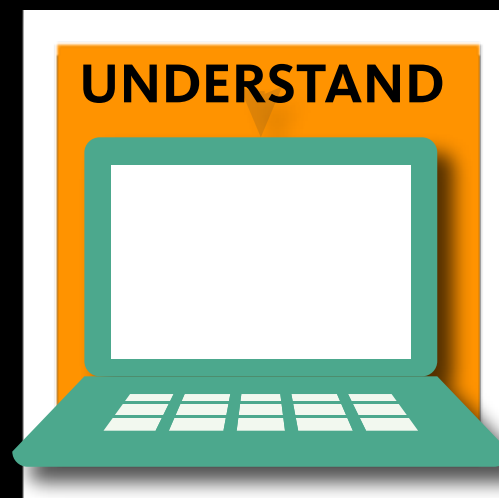
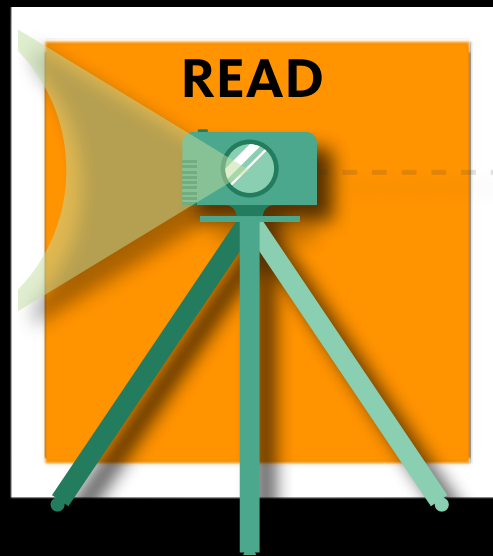
**BUILD**

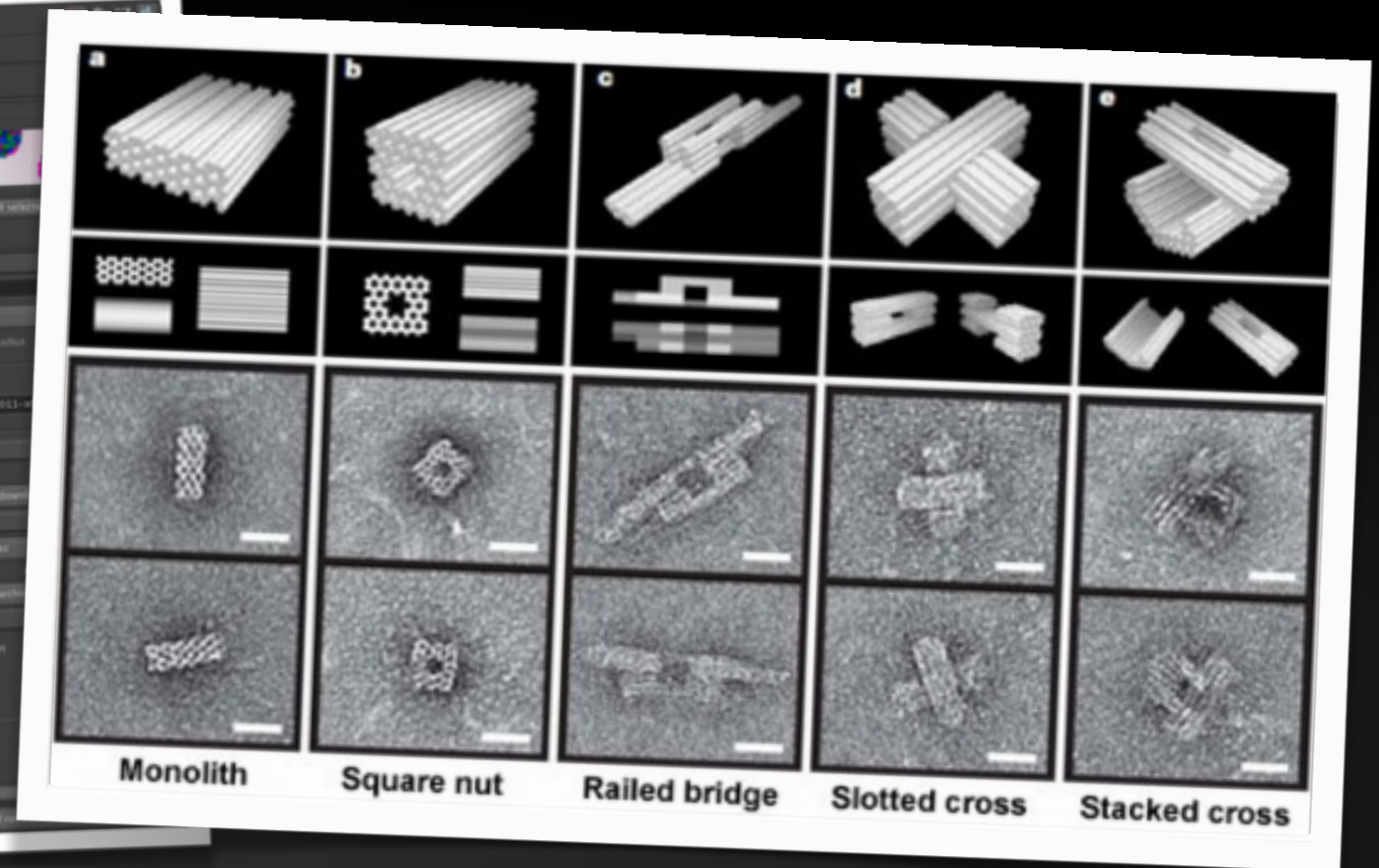
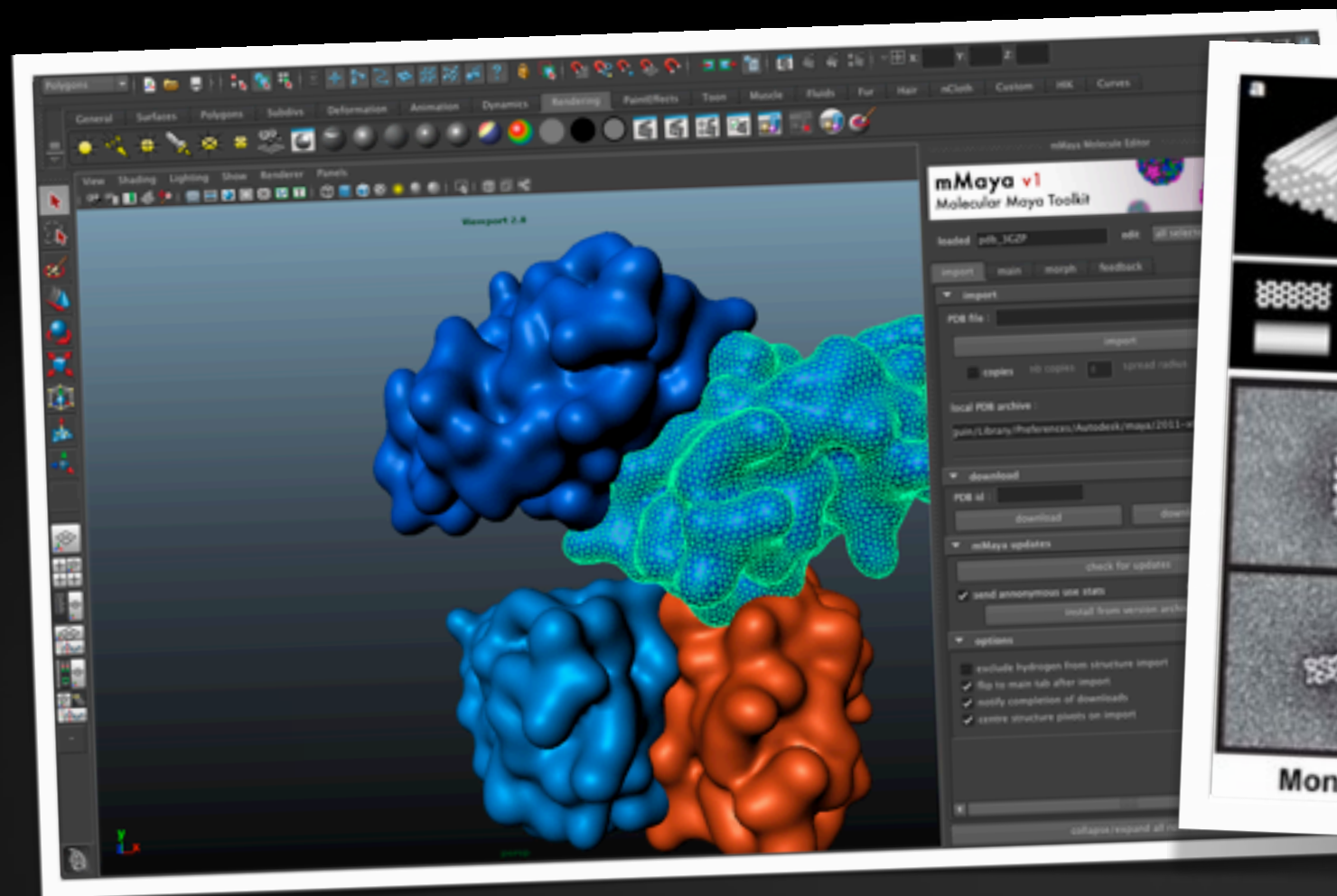
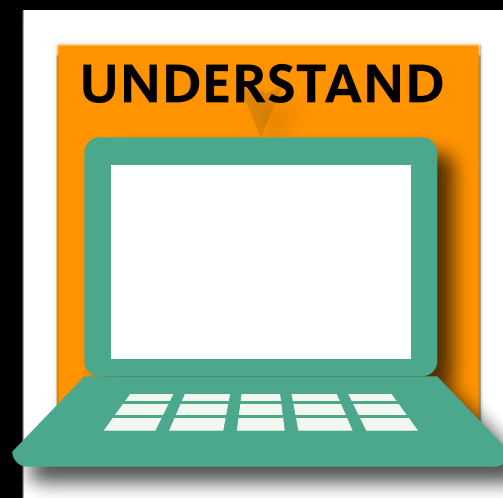
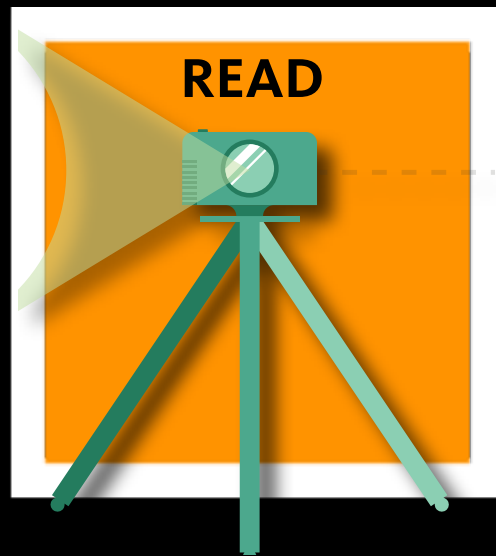


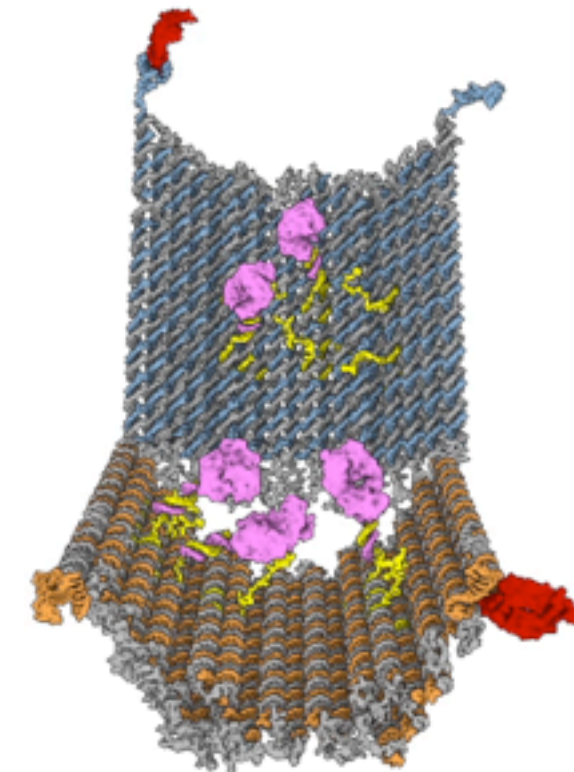
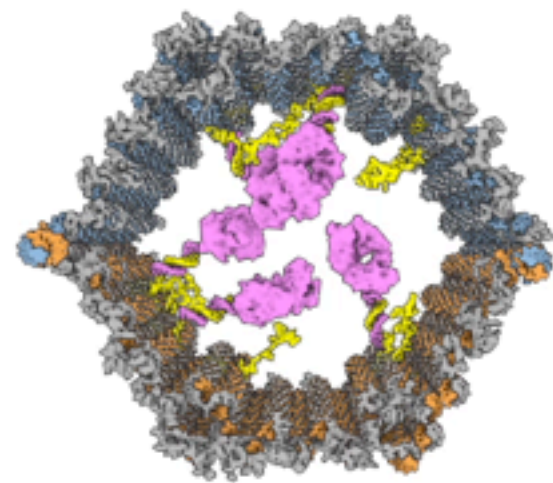
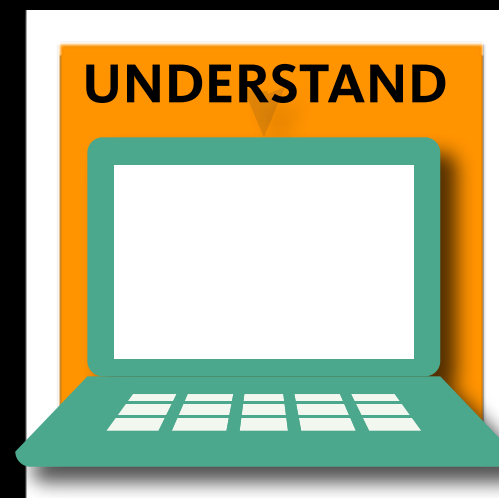
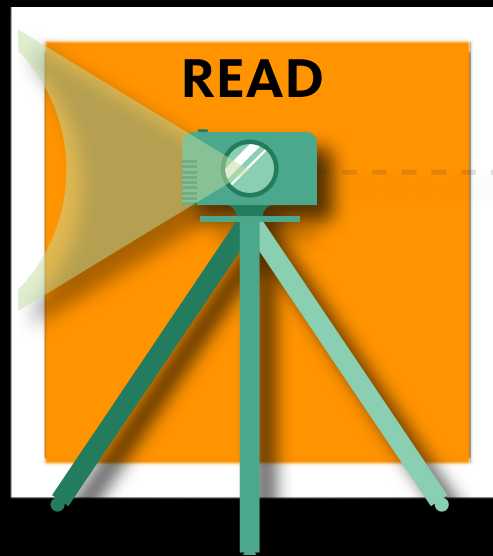












# INNOVATION CONTINUUM



Impossible

Impractical

Possible

Expected

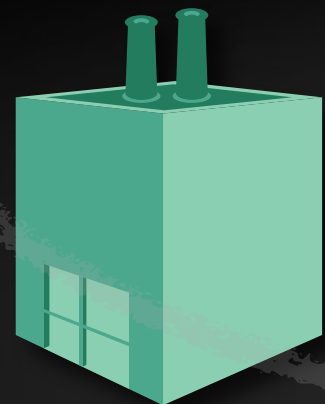
Required

# WHERE ARE YOU?





**CREATIVITY**



**INDUSTRY**

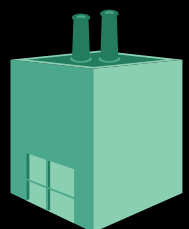


**TECHNOLOGY**





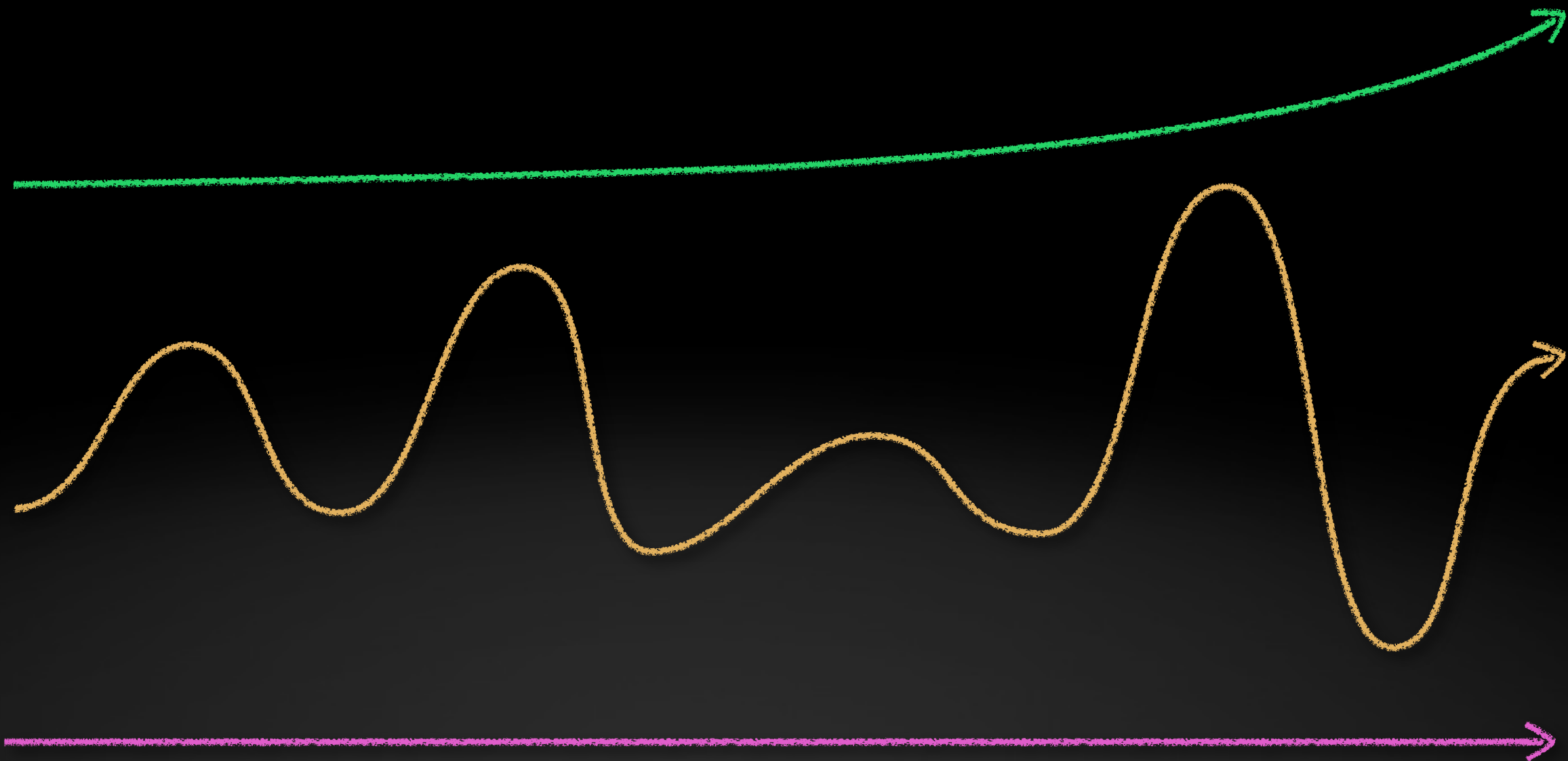
**TECHNOLOGY**



**INDUSTRY**

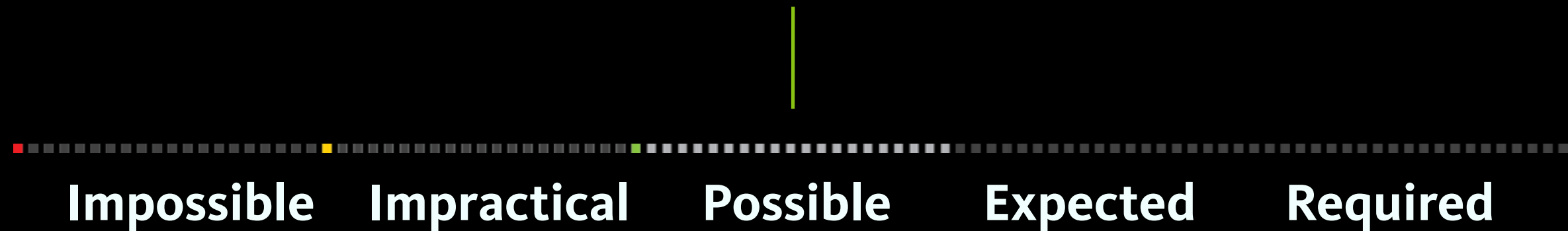


**CREATIVITY**



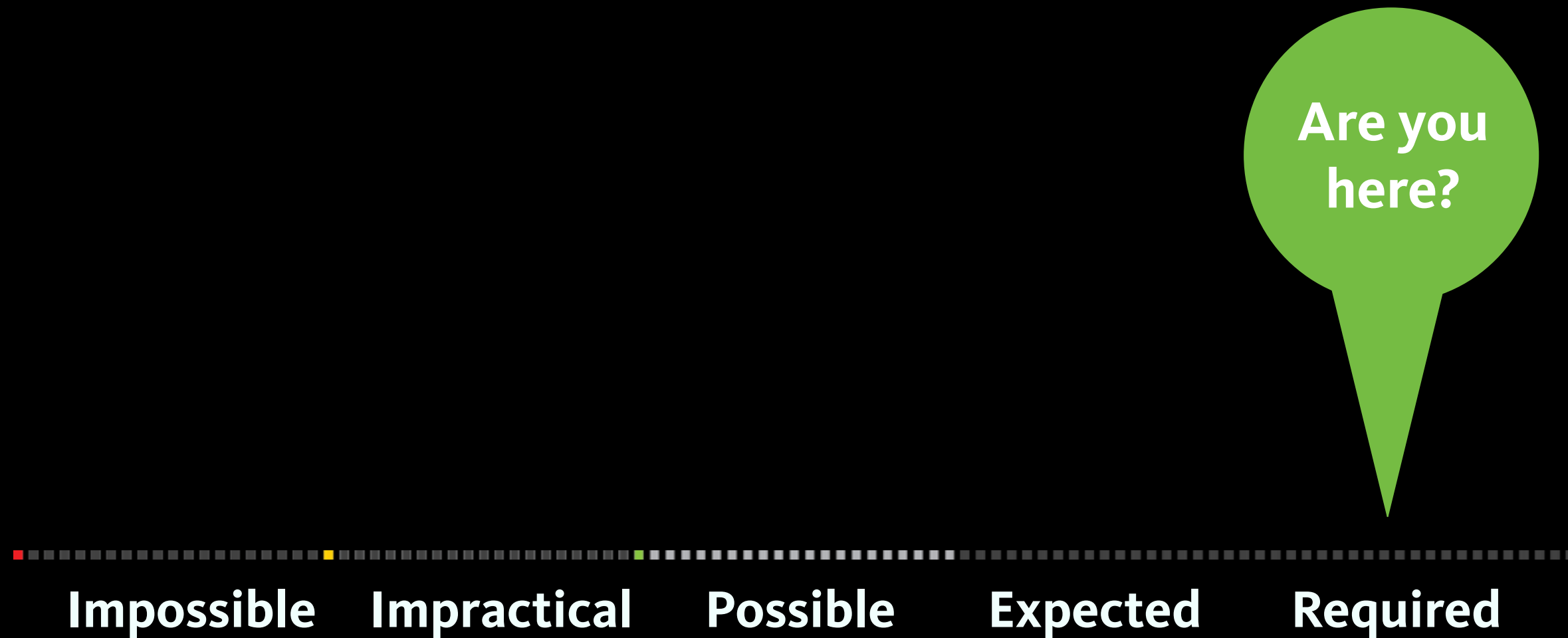
# WHERE ARE YOU?

Where will you place  
**YOUR FOCUS?**





# WHERE ARE YOU?



# WHERE ARE YOU?



Are you here?

Impossible

Impractical

Possible

Expected

Required

# WHERE ARE YOU?



Impossible

Impractical

Possible

Expected

Required

# WHERE ARE YOU?

Are you  
here?

Impossible

Impractical

Possible

Expected

Required

# WHERE ARE YOU?



**TED**



Impossible

Impractical

Possible

Expected

Required