



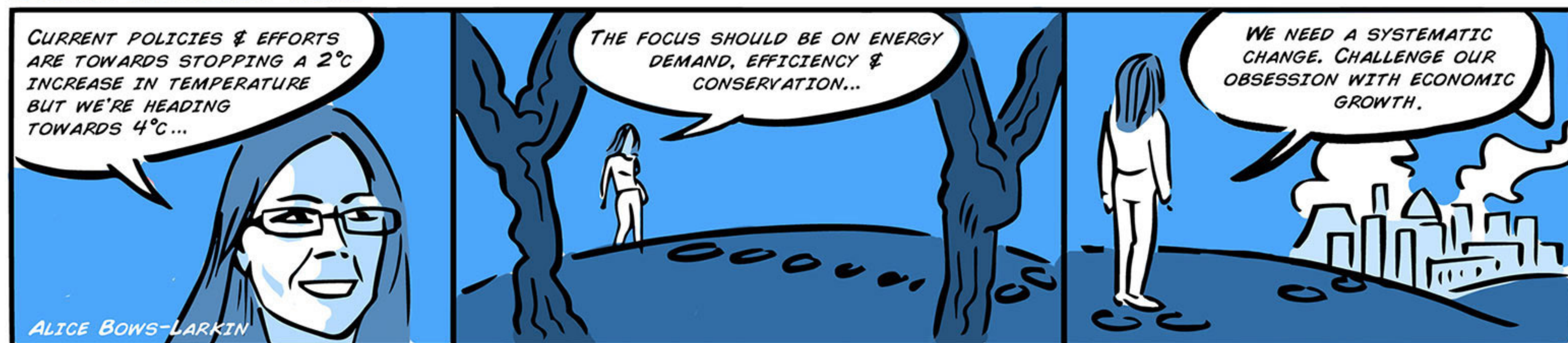
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WITH... **Innovation**^{*}**Arts**[®]

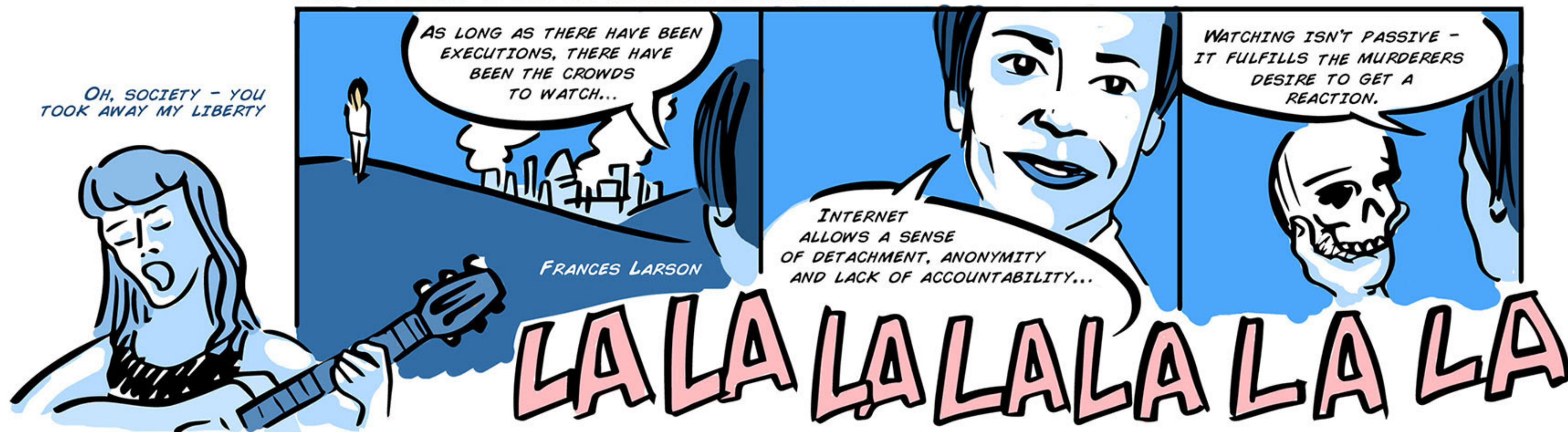
HUMANKIND HAS CREATED A DUAL REALITY FOR ITSELF - THE REAL WORLD AND THE FANTASY WORLD... SADLY THE FANTASY WORLD IS MORE INTERESTING AND BENEFITS MORE FROM OUR ATTENTION. IT'S THE ONE THAT ALLOWS US TO LIVE IN HOPE - HOWEVER CORRUPT AND DAMAGING THAT HOPE MAY BE...

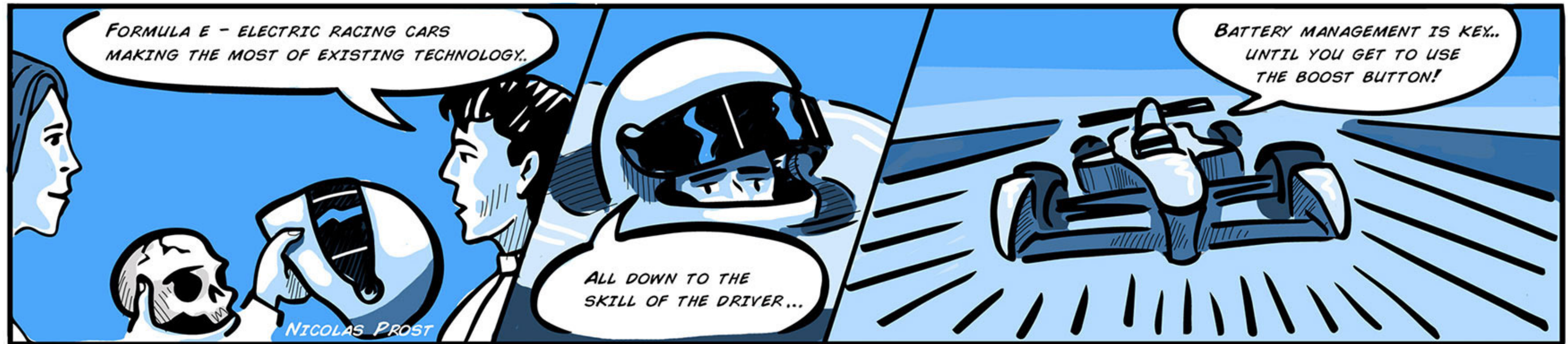


THE REALITY IS THAT WE ARE HEADING FOR A MAJOR CLIMATIC CATASTROPHE - THE STORY IS WELL-TOLED, BUT HITHERTO STILL NOT QUITE BELIEVABLE ENOUGH. THAT SAID, WE ARE FAST GETTING TO THE POINT WHERE THE DAMAGE IS IRREVERSIBLE AND WE'LL BE HIT WITH OUR SOMEWHAT INCONVENIENT TRUTH...



ANOTHER TRUTH TO FACE UP TO IS THAT OF OUR OWN INADEQUACIES. ISIS' BEHEADINGS DRAW US IN, STRETCHING OUT THEIR BARBARIC ACTS IN TIME AND SPACE, WITH US SEEMINGLY CURIOUS TO SALIVATE OVER THE WHOLE EXPERIENCE AS WE WATCH FROM THE PRIVACY OF OUR OWN HOMES. ARE WE ASHAMED?





WE NEED TO FIND NEW WAYS TO SOLVE PROBLEMS, OLD AND NEW. FORMULA ELECTRIC FRAMES THE PROBLEM IN THE SAME WAY BUT USES A NEW CONTEXT TO DRIVE CREATIVITY, FROM MASS ENGAGEMENT USING SOCIAL MEDIA TO SHARING THE DESIGN AND CONSTRUCTION OF AN ENGINE, READY FOR OPEN INNOVATION...



BUT MAYBE WE NEED TO REFRAME EVERYTHING TO DRIVE THE INNOVATION THAT WILL BE NECESSARY TO SAVE US FROM OURSELVES? TAKE ADDICTION... WHEN THE PUNISHMENT FOR ADDICTION DRIVES THE VERY BEHAVIOUR THAT CREATED IT, SURELY IT IS TIME TO THINK AGAIN. REMOVING THE CAGE FREES US TO FIND ALTERNATIVE BONDS...

PUNISHING & SHAMING DOESN'T WORK...RECONNECT PEOPLE & GIVE THEM MEANING. THE OPPOSITE OF ADDICTION IS CONNECTION...



BUT ONLY IF THOSE BONDS ARE NOT DRIVEN BY SELF-INTEREST. THE BAYING OF THE MOB OVER A VULNERABLE INDIVIDUAL, GUILTY OR INNOCENT (AND WHO ARE WE TO JUDGE?), IS WITHOUT RESPONSIBILITY BUT WITH FAR-REACHING IMPLICATIONS - MORE, PERHAPS, THAN THE MOB APPRECIATES OR EVEN CARES FOR. WE NEED COMPASSION - IF ONLY FOR OURSELVES.

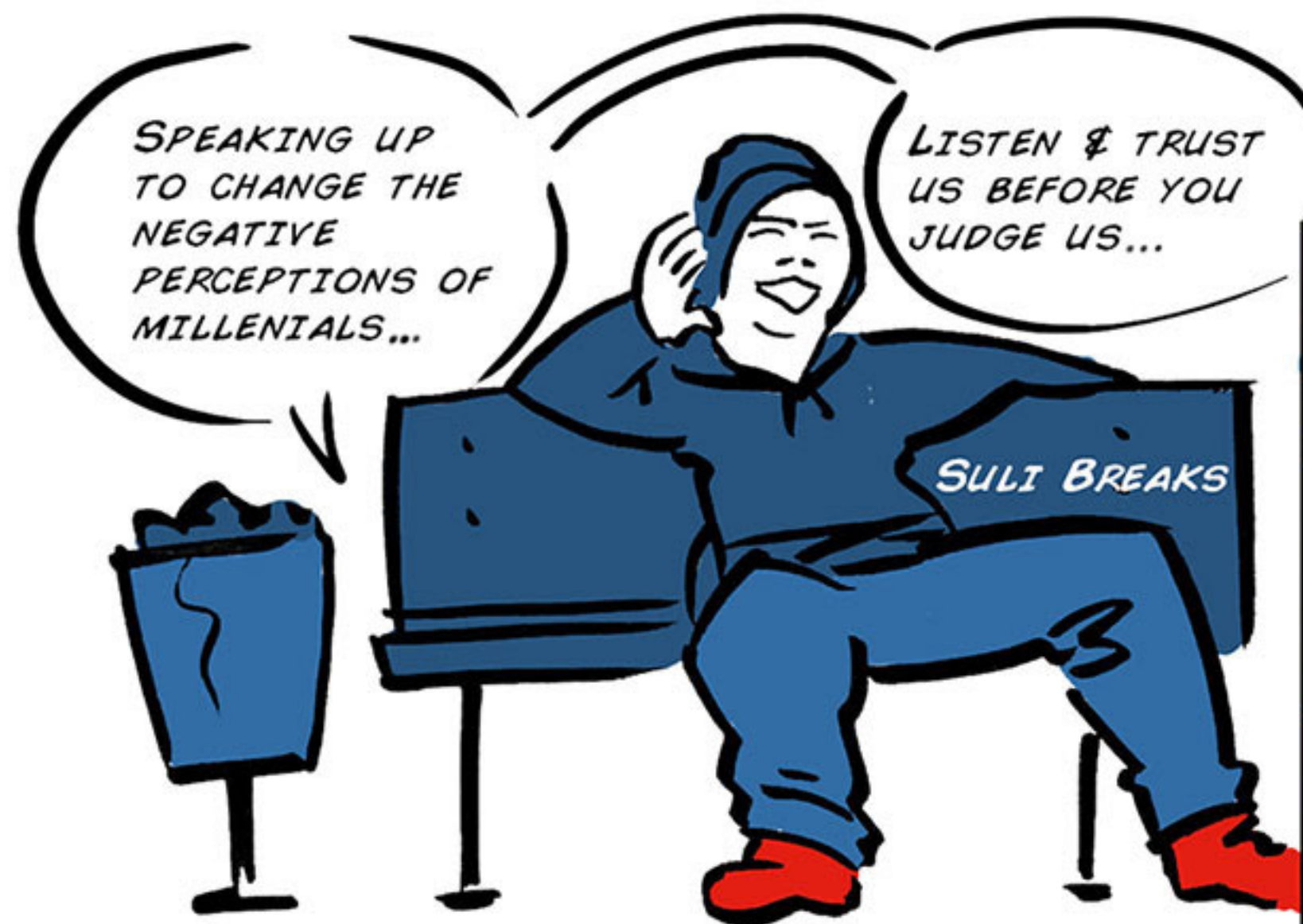


THE DARK WEB THROWS UP THE CONTRARY; OUR PRIVATE PERSONAS ARE USED TO VALIDATE THE EXPERIENCES IN THE COMMUNITY. THIS COMMUNITY BASED, IT WOULD SEEM, ON TRUST. PEERS WHEEL OUT UNSUITABLE PEERS AND BOOST OTHERS. IT'S UTOPIAN, PERHAPS. FOR NOW...

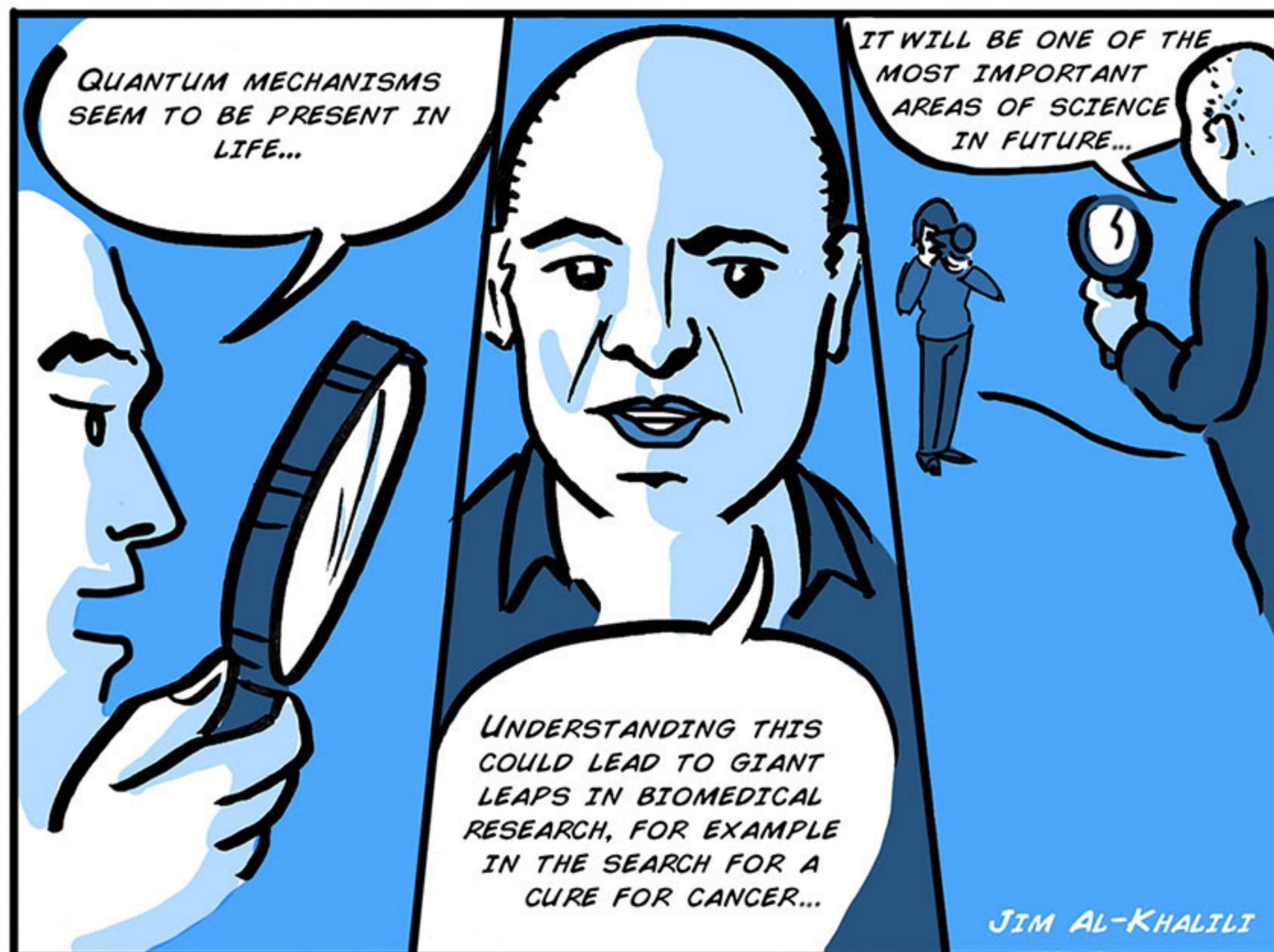
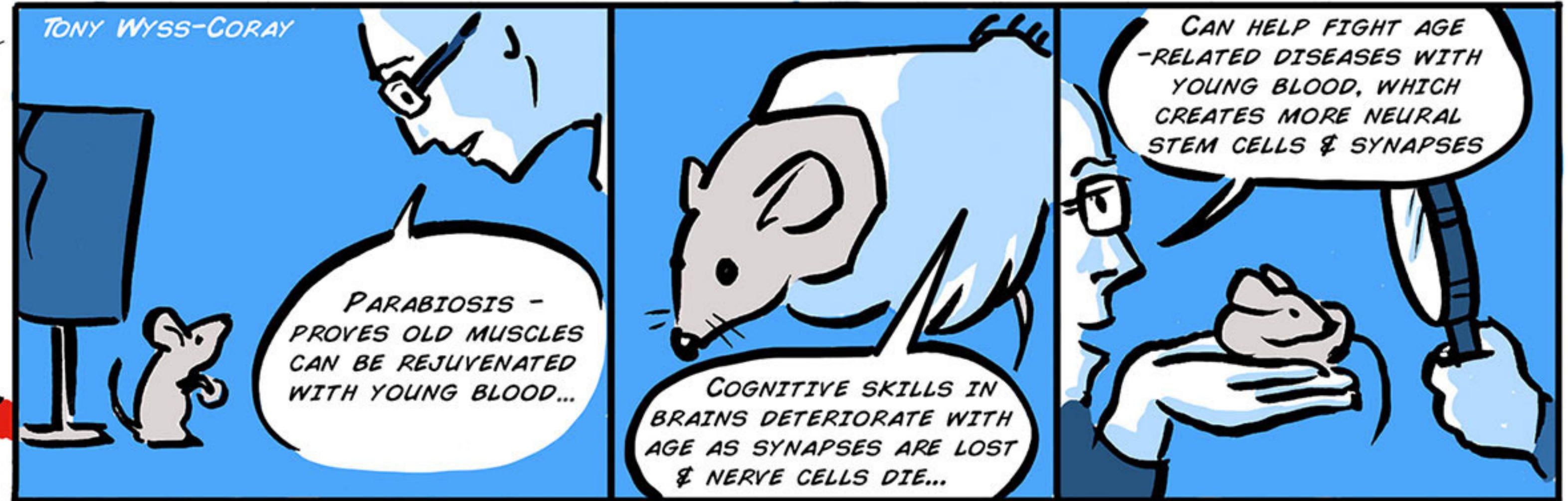


BUT IT SEEMS TO BE WORKING. IN THIS AGE OF SECRECY OF HACKING AND OF OUTING, THE SOLUTION THAT WORKS IS PEER TO PEER VERIFICATION. COMMUNITIES ARE RISING TO THE FORE, ALL SELF-VERIFIED AND ABLE TO KEEP UP WITH THE RATE OF CHANGE.





AND IF THE RATE OF CHANGE IS GETTING THAT LITTLE BIT TOO FAST, WE CAN ALWAYS GET BACK TO THE REAL WORLD AND HOOK OURSELVES UP TO A YOUNGER RELATIVE. WE'LL NOT ONLY FEEL BETTER FOR THE EXPERIENCE, WE'LL DO OURSELVES SOME GOOD IN THE LONGER TERM, TOO...



AS INEXPLICABLE AS IT MAY SEEM, THIS DOES ALL MAKE SENSE... THE QUANTUM WORLD MEANS THIS - AND MORE - IS TRUE. WE STARTED THIS CONVERSATION TALKING ABOUT DUAL REALITIES. BUT MAYBE THIS IS BEYOND FANTASY AND MAYBE THERE ARE MORE THAN A COUPLE.



WE'RE UNLIKELY TO KNOW IN THE SHORT TERM. THANKFULLY WE HAVE THOSE GEN Y'S TO PICK UP THE MANTLE... RED SHOES AND ALL...

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