

co·operating
manual for
**being
human**

a project of the **builders collective**
and the **Design Science Studio**

Connecting
to **ourselves**

to connect
to **each other**

to connect
to the **earth**

so we can
build a world
that **loves** itself

co·operating
manual for
**being
human**

if design is everything
a human touches,
we are all **designers**

Design science
is shorthand for

comprehensive
anticipatory
design
science

comprehensive

universal
whole
past

anticipatory

particular
local
future

design

metaphysical
creative
process

science

physical
empirical
analytical

design science studio

Over the course of a year, the team fields applications to the Design Science Studio, and selects the cohort for integration into the collective project of the Design Science Decade.

We are working to fulfill Buckminster Fuller's vision of retooling the world to work for 100% of life in 10 years. We have updated the original 1965–1975 Design Science Decade documents, starting with a new version of the original five two-year phases.

- 2020 – 2021 **Reconciliation and Commitment**
- 2022 – 2023 **Restoration and Capital Transfer**
- 2024 – 2025 **Resilience and Coming-Together**
- 2026 – 2027 **Regeneration and Celebration**
- 2028 – 2029 **Re-enchantment and Circularity**

the **journey** is the destination

process



steps

Discover a group of artists and creatives who genuinely care about engaging in the work of making a world that works for 100% of life.

Join as a member of the Design Science Studio, a coheART of 144 people who are learning how integrate their knowledge, skills, and experience.

tools

team

community

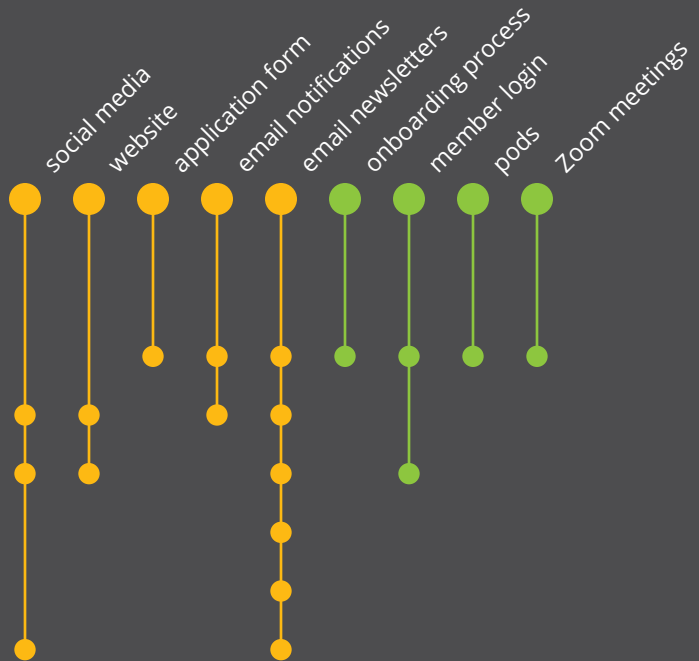
marketing

design

events

volunteers

partnerships



the **community** is the project

care

Learn how to care for self, others, and for the earth by connecting with peers, visionaries, and mentors who are practicing the principles of regeneration.

collaboration

Co-create ways of being together that nurture the intellectual, emotional, and embodied skills of caring and cooperation to find synergies in collaboration.

community

Commit to building the culture, structures, and integrity to strengthen social bonds, practice mutual aid, and build a strong community of care.



collaboration principles

We are at a critical juncture in human evolution. We are nearing collapse in all of the systems we are a part of: environmental/ecosystems, economic systems, political systems, agriculture, industry, healthcare and education. We urgently need a new model or models that operate with new fundamental values around respect, interdependence, awareness, balance, biomimicry, regeneration, and communication.

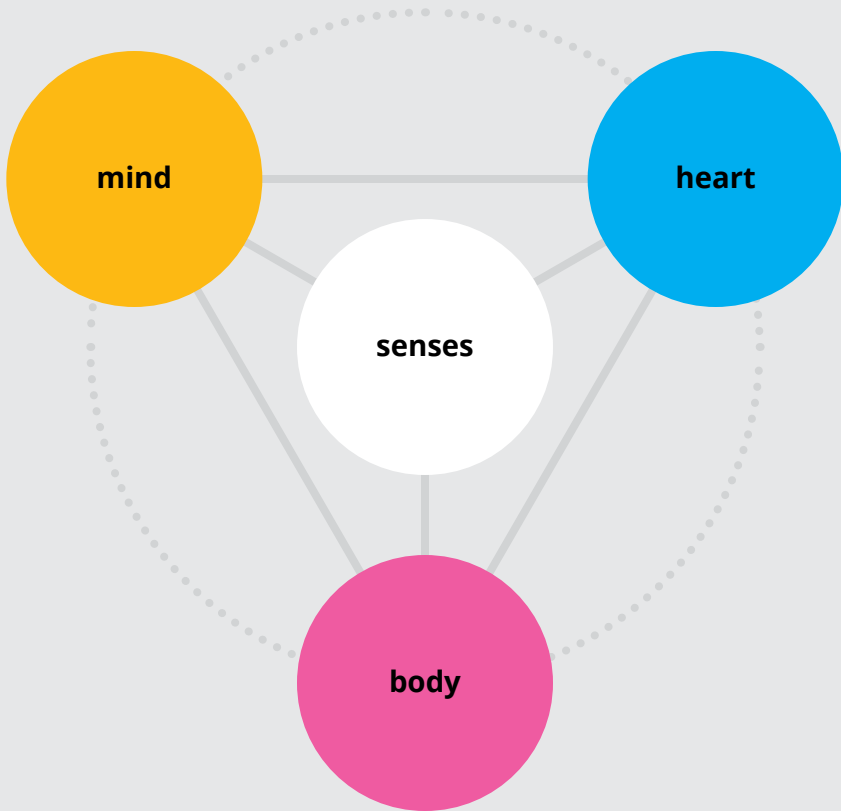
To formulate these new models by calling on the wisest minds as resources, combining the best of ancient and modern wisdom. Building a blueprint as the foundation that is replicable. And then, with a rapid prototyping mindset, bringing together resources to regenerate the earth and begin to build the new model with intelligent design principles with some expediency.



human experience

As comprehensive anticipatory design scientists, we need to understand that materials that we are working with. We are nature. We are the evolution of the living systems of this planet that we inhabit. At the core of what it means to be human are the faculties to be able to navigate our reality in spacetime, which we understand through Einstein's elegantly simple equation $E = mc^2$ to describe a universe composed of the interplay of time, energy, and matter.

To navigate this world of motion and vibration and the interaction of waves of energy and electromagnetic radiation, human beings experience the universe through **senses** that perceive changes, through a **mind** that can process thoughts, through a **heart** that can make sense of emotions, and a **body** that can respond to our physical environment.



experience design

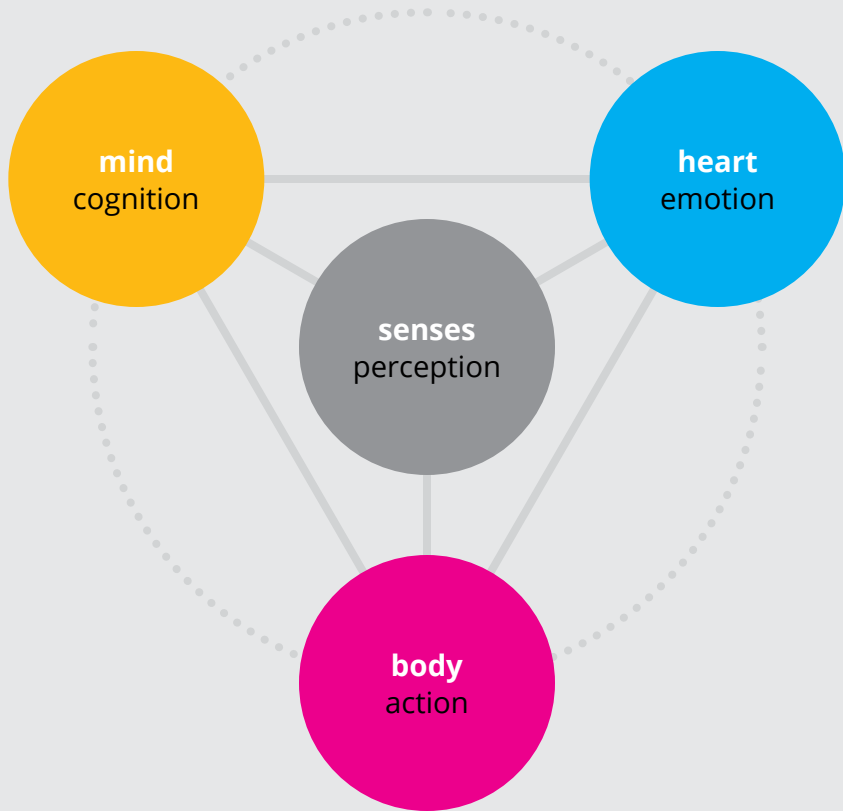
Jesse James Garrett on Design for Engagement

We have ways of navigating reality that involve the mind, heart, and body as well as six primary **senses** which provide the faculties of **perception** to see, hear, smell, balance, touch, and taste.

The **mind** helps us to map reality through **cognition**. We remember the past, but we also develop intentions for present awareness and actions that connect to our aspirations for the future.

The **heart** helps us to navigate reality through **emotion**. We might not be able to predict the future, but we can feel what is right or wrong.

The **body** connects the heart and mind to **action** in the flow of experience and our shared presence in physical reality on planet Earth.



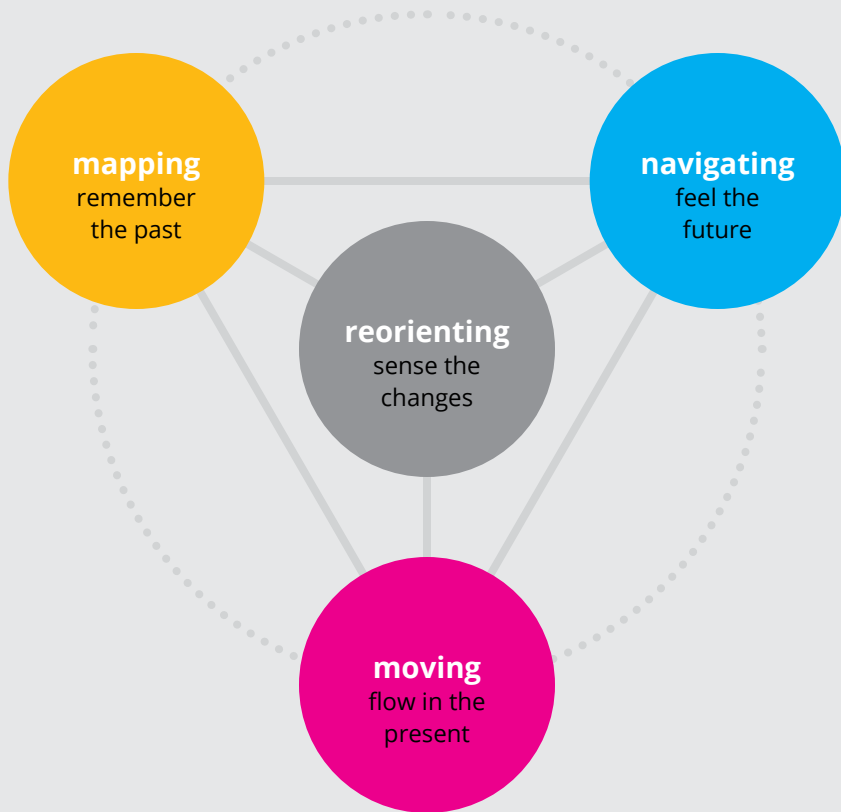
navigation principles

Finding our way in the world

Buckminster Fuller wanted to understand the impact that one person could have in the world by using the concept of a trim tab.

“Something hit me very hard once, thinking about what one little man could do. Think of the Queen Mary—the whole ship goes by and then comes the rudder. And there’s a tiny thing on the edge of the rudder called a trim tab. It’s a miniature rudder. Just moving that little trim tab builds a low pressure that pulls the rudder around. Takes almost no effort at all.”

“So I said that the little individual can be a trim tab. Society thinks it’s going right by you, that it’s left you altogether. But if you’re doing dynamic things mentally, the fact is that you can just put your foot out like that and the whole big ship of state is going to go. So I said, ‘Call me Trimtab.’”



instrumental principles

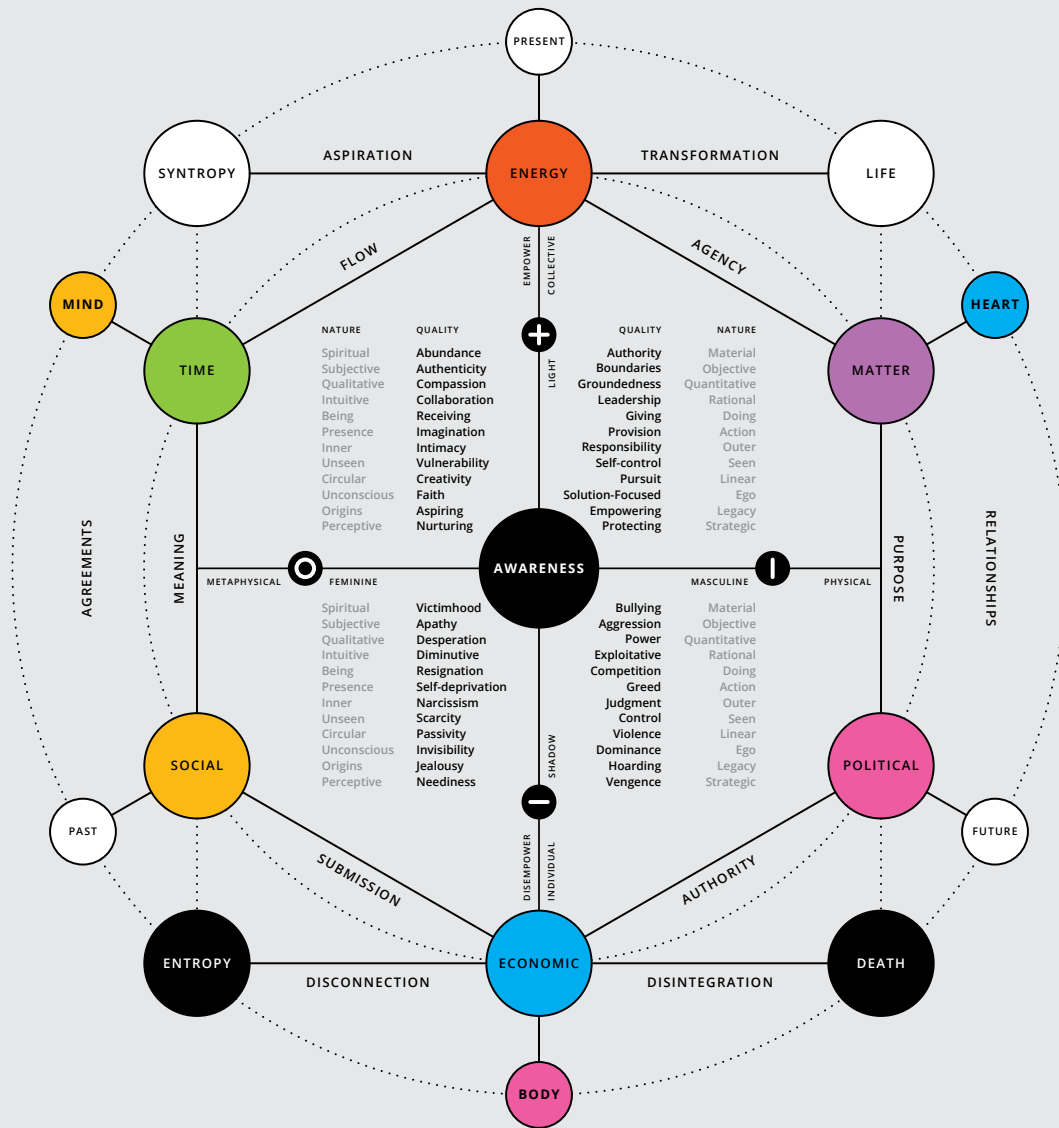
Emotions are instruments for sensing reality

The people and the things that we care about are expressed through emotions. To be able to make sense of what we are feeling in our bodies, we use language to connect sensations in our body to thoughts in our mind so that we can interpret sensations as emotions.

If we are very sensitive to the subtle and gross changes in sensations, thoughts, and emotions, we will be more perceptive of what is going on within ourselves and with each other.

We understand that polarities and contrasts help us to know the difference between pleasure and pain and how to optimize our experience for equanimity.

Contrast: In order to make sense of our sensations, we are able to consider the qualities of our senses and place them on a scale from one extreme to another, such as hot and cold, for example.



spacetime

Integrating the physical sciences with metaphysical experience through design

How do we make sense of the vast expanse of the universe and the microscopic world of quantum mechanics? The prevailing theories seem to be having some difficulty in finding how the universal and the particular are integrated through mathematical models that are apparently at odds with each other.

Then there is the hard problem of consciousness. How can we make sense of experience when much of what we think, feel, and sense are so difficult to measure and quantify?

Consciousness and experience have been the realm of art, philosophy, psychology, and spirituality. Can we integrate the quantitative and the qualitative, physics and metaphysics?



inner architecture

Collectively, human beings have been exploring what it means to alive, wondering who we are, how our bodies function, and what kind of world we inhabit.

The most mysterious world to explore is the inner landscape, since we tend to be able to describe these subjective sensations, thoughts, and emotions of the self and compare them with those of others through the limited vocabulary and metaphors of language.

When we synthesize the knowledge gained through spiritual traditions, geometry, art, architecture, psychology, cognitive science, and experience design, we can begin to see the patterns and connections.

The mind gives us a **vision** of what is and what could be. The heart gives us a **will** to intuit and to choose. The body gives us the ability to apply **effort** to effect change in ourselves and our world.



intellectual integrity

The integrity of intention, intuition, and interbeing create a sense of awareness of self, of others, and of the world that can focus vision, will, and effort on the people and things that really matter.

A strong mind, heart, and body provide the foundation for building a resilient structure:

- Mind: vision supports **learning**
- Heart: will supports **caring**
- Body: effort supports **making**

Through the process of time applied to matter through the energy of a living system, we turn:

- intention into **purpose**
- intuition into **meaning**
- interbeing into **belonging**



emotional integrity

A strong center of awareness supports a focused intention, an embodied intuition, and a connected sense of interbeing that is able to motivate the will to act on the vision through emotional integrity:

- **Curiosity** connects learning with purpose
- **Empathy** connects purpose with caring
- **Honesty** connects caring with meaning
- **Creativity** connects meaning with making
- **Generosity** connects making with belonging
- **Intimacy** connects belonging with learning

When all of these elements of our being are working together, we have an inner structure and resilience to support a freedom that is balanced with responsibility, affording the possibility of bringing into reality the kind of world we envision, a world that works for all of life.



physical integrity

The connections between the inner architecture and outer architecture of the human body are quite interesting, if this model holds up to reality.

- mind → learning → **nervous system**
- see → curiosity → **sensory system**
- time → purpose → **lymphatic system**
- hear → empathy → **endocrine system**
- heart → caring → **cardiovascular system**
- smell → honesty → **respiratory system**
- matter → meaning → **musculatory system**
- balance → creativity → **integumentary system**
- body → making → **skeletal system**
- touch → generosity → **urinary system**
- energy → belonging → **digestive system**
- taste → intimacy → **reproductive system**



social integrity

These categories of our social systems are borrowed from Kate Raworth's Doughnut Economics with some regenerative language to replace the existing biases of the existing economic systems.

- nervous → **learning and research**
- sensory → **network**
- lymphatic → **health**
- endocrine → **peace and justice**
- cardiovascular → **social equity**
- respiratory → **political voice**
- musculatory → **energy**
- integumentary → **home and belonging**
- skeletal → **creative co-creation**
- urinary → **water**
- digestive → **food**
- reproductive → **gender equality**



planetary integrity

These categories of the Earth's global systems are admittedly the most subjective, as they are drawn from the progression found in the first chapter of Genesis: light, water, land, which is repeated twice in the first six days of the creation narrative.

- nervous → learning and research → **light**
- sensory → network → **physics**
- lymphatic → health → **chemistry**
- endocrine → peace and justice → **biology**
- cardiovascular → social equity → **water**
- respiratory → political voice → **psychology**
- muscularity → energy → **sociology**
- integumentary → home and belonging → **ecology**
- skeletal → creative co-creation → **earth**
- urinary → water → **water cycle**
- digestive → food → **food chain**
- reproductive → gender equality → **biodiversity**



universal principles

Everything is connected. The universe is interdependent and interconnected in ways that we have not been able to perceive until now. We have learned from each other that we each have different perspectives that contribute to the understanding of the whole.

Each being is of immeasurable worth to the whole, because of the impact of one life to the being, the processes, and the transformations that occur through the interactions of each with the whole.

In this model of the human being and the way one life is connected to the social organism and the living being of the earth, we can begin to see the connections between the individual, the collective, and the global scales of our shared reality.

living systems design

mind



vision



learning



see



time



intention



purpose



hear



heart



will



caring



smell



matter



intuition



meaning



balance



body



effort



making



touch



energy



interbeing



belonging



taste



awareness

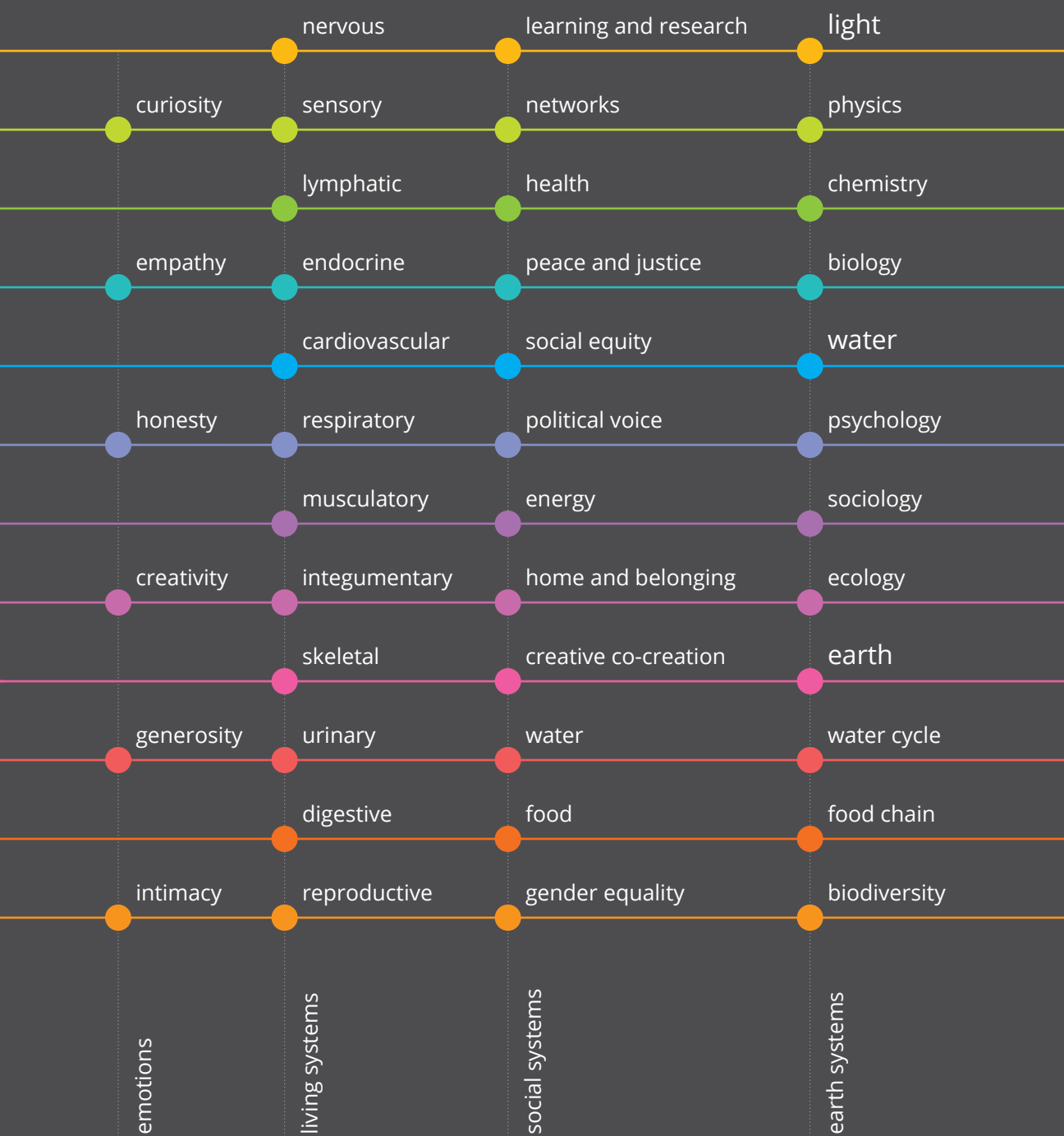
physics

being

integrity

senses

thoughts



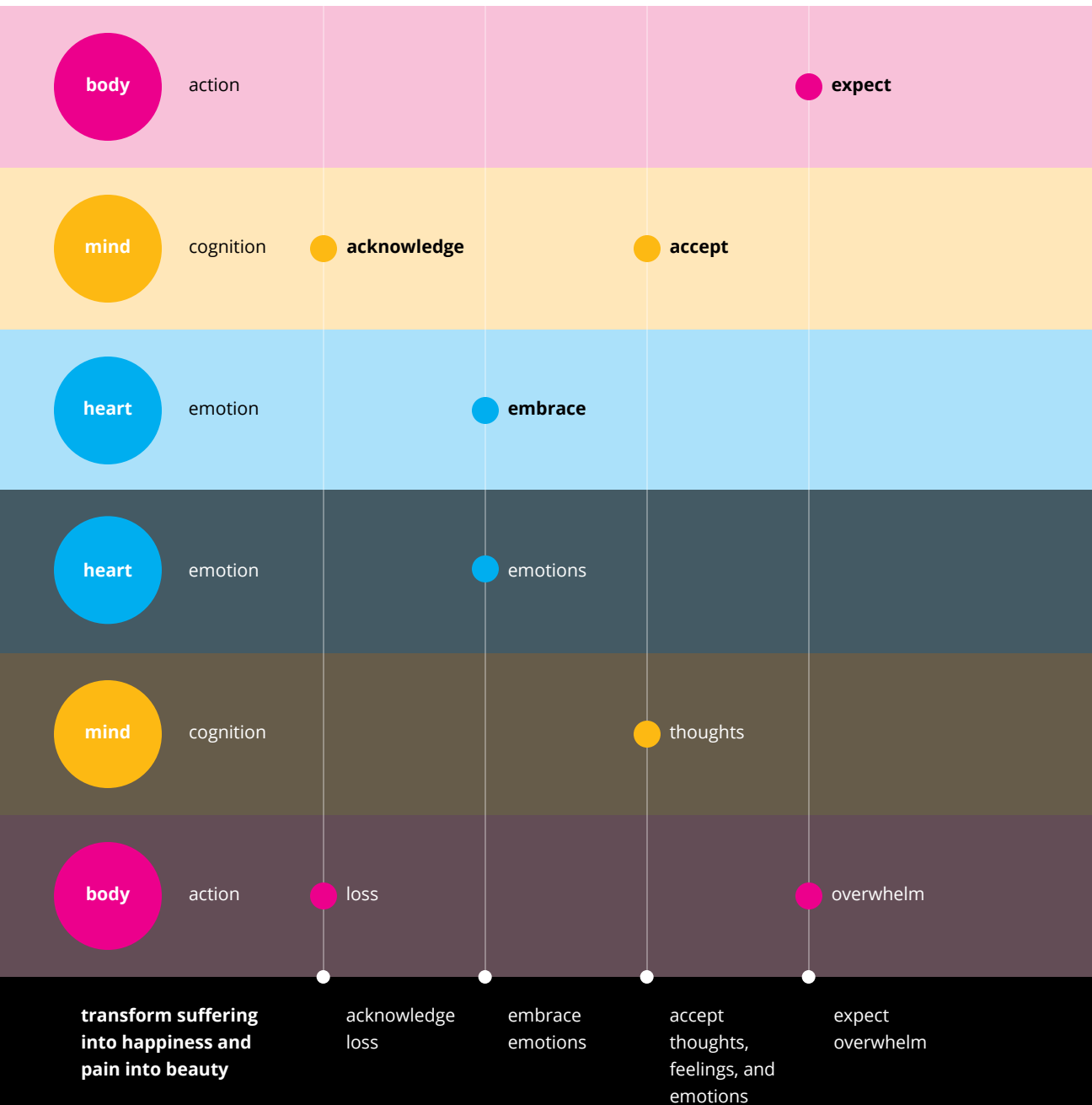
emotions

living systems

social systems

earth systems

designing our own experience

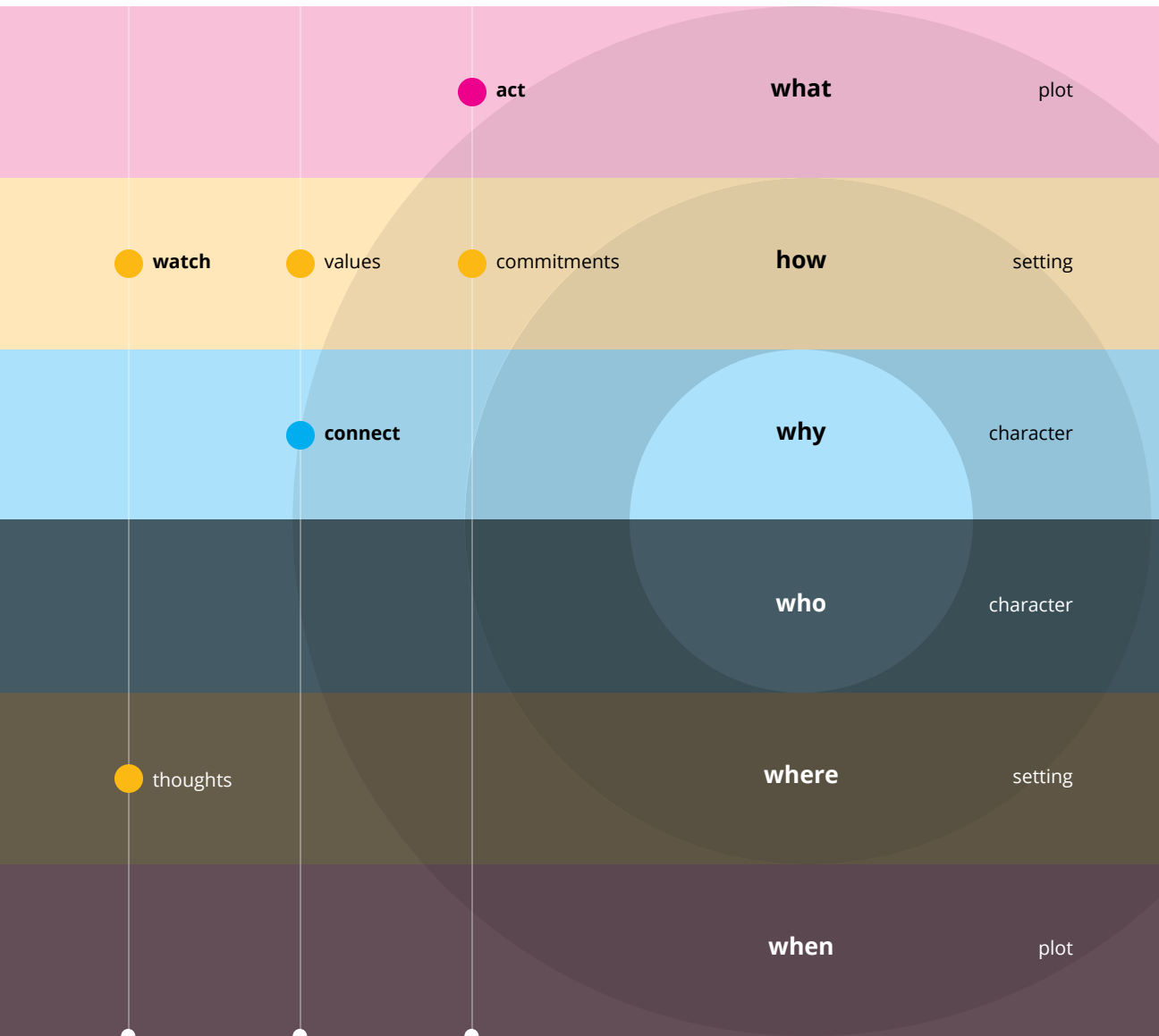


clarity

integrity

life

syntropy



act

what

plot

watch

values

commitments

how

setting

connect

why

character

who

character

thoughts

where

setting

when

plot

watch for
unhelpful
thoughts

connect with
what matters

take committed
action

confusion

disorder

death

entropy

radiation

The mind receives messages interpreted by the brain and processes sensations, thoughts, and emotions. The mind also projects intentions into reality through electro-magnetic radiation, the vibrations of the waves of energy that put matter into motion, turning intention into reality.

Connecting to the mind

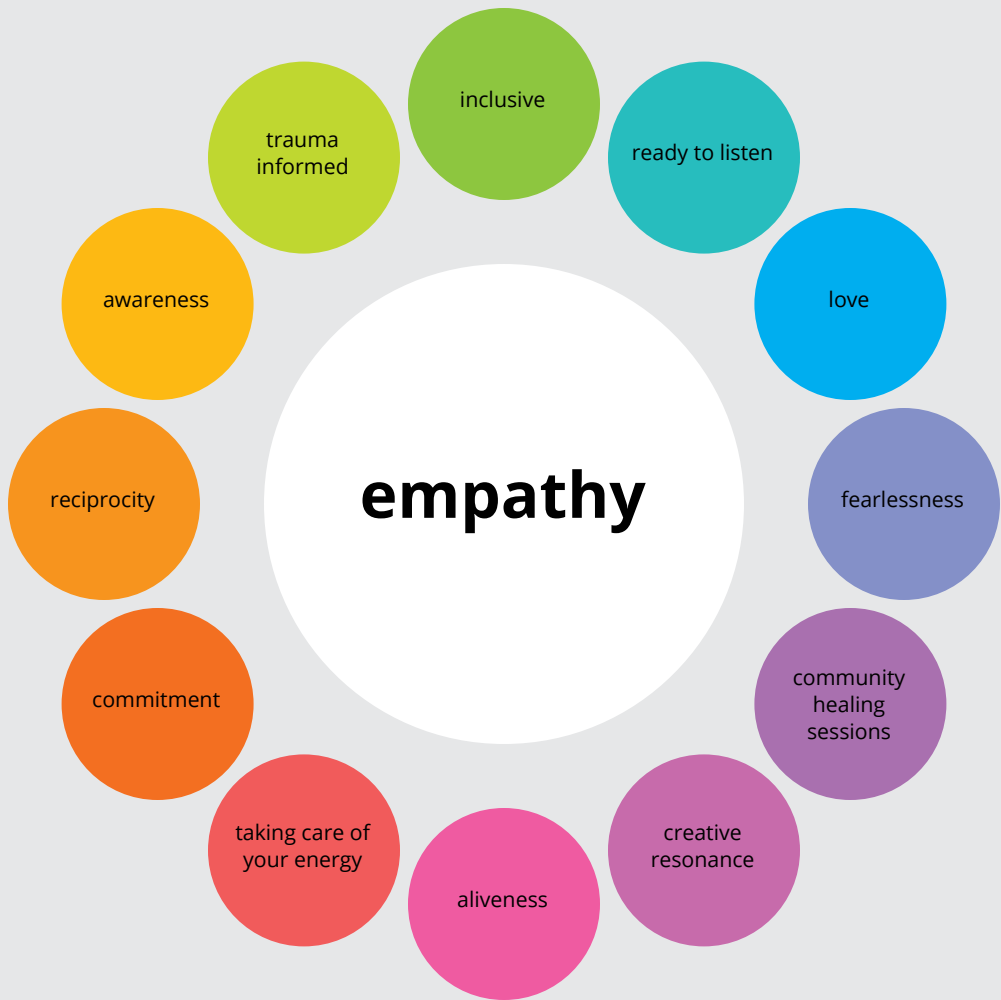


vision

gravity

The emotions bring coherence to human experience by drawing hearts to each other through the bond of attraction and gravitation that allows individual particles to maintain individual identity while being connected to each other through the interplay of forces throughout the universe.

Connecting to the heart



will

synergy

The body transforms cognition and emotion into action through the interface of thought and proprioception that allows mind and heart to interact with the physical world, building, maintaining, and holding together the many complex and diverse systems necessary to create the experience of life.

Connecting to the body



effort

learning + research

Creating models and structures to help people see the connections between their individual practice, collective work, and global impact. We build connections of trust between the heart and mind to find the synergy to innovate, create, and collaborate—to turn possibilities into realities.

Connecting heart + mind



intention

imagination + storytelling

Storytelling as community building to understand the rich library of experiences hidden behind each façade. Storytelling as a safe container for exploring imaginative possibilities while testing scenarios for unintended consequences to avoid and solve real-world problems.

Connecting mind + body



intuition

relationships + collaborations

Holding space for conversations to listen, document, and process each person's needs, skills, and aspirations to understand how they fit together into our collective vision and the syntropic whole within our collaboration as living beings on the Earth.

Connecting heart + body

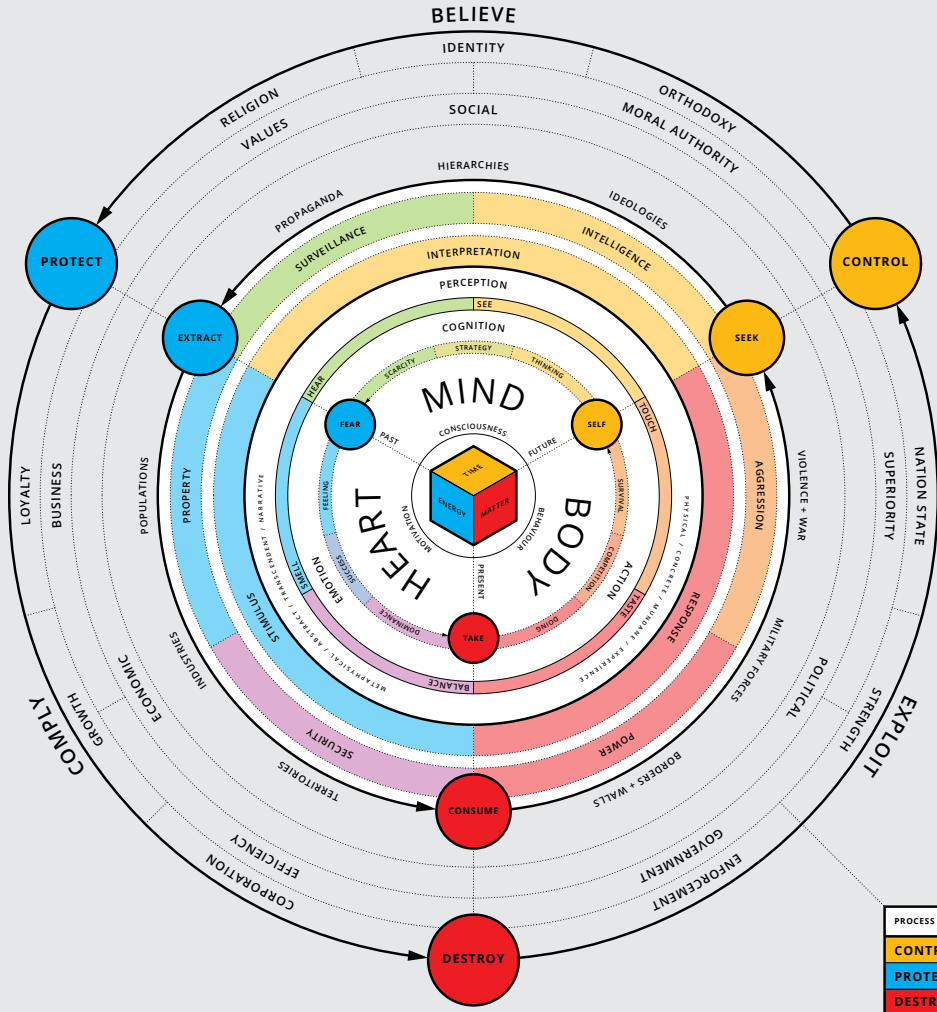


interbeing

entropy engines

Corporations and nation states are extensions of the colonial systems of global social exploitation, economic extraction, and political domination that, since the papal bull of 1493, have been staking their claims over the “discovery” of territories, the “exploration” of resources, and the “innovation” of products, services, architecture, and social systems. These are the processes, artifacts, and systems that have been produced by the exploitation of labour by a small group of managers and owners of capital who dominate hierarchical structures of authoritarian social, economic, and political control.

In the effort to maximize property, capital, and profit, the focus of human time, energy, and resources has been directed to serve the executive functions and energy consumption industries of corporate monopoly, destroying the living systems of the planet by manufacturing fear, scarcity, and violence.



CORE

EXISTENCE

Time
Energy
Matter

TIME

Past
Future
Present

PERSON

Mind
Heart
Body

ESSENCE

Consciousness
Motivation
Behaviour

VISION

Believe
Comply
Exploit

IDENTITY

Self
Fear
Take

CHARACTER

Thinking
Feeling
Doing

MOTIVES

Strategy
Success
Competition

FOCUS

Survival
Scarcity
Dominance

INTERNAL

EXPERIENCE

Cognition
Emotion
Action

TANGIBLE

See
Touch
Taste

INTANGIBLE

Hear
Smell
Balance

EXPRESSION

Stimulus
Interpretation
Response

PHYSICAL

Concrete
Mundane
Experience

METAPHYSICAL

Abstract
Transcendent
Narrative

VALUES

Seek
Extract
Consume

SUBJECTIVE

Intelligence
Property
Power

OBJECTIVE

Surveillance
Security
Aggression

EXTERNAL

INFLUENCE

Ideologies
Hierarchies
Propaganda

AGENCY

Populations
Industries
Territories

CAPACITY

Borders + Walls
Military Forces
Violence + War

SYSTEMS

Social
Economic
Political

SOLUTIONS

Moral Authority
Business
Government

PRINCIPLES

Value
Efficiency
Superiority

PRIORITIES

Identity
Growth
Strength

METHODS

Orthodoxy
Loyalty
Enforcement

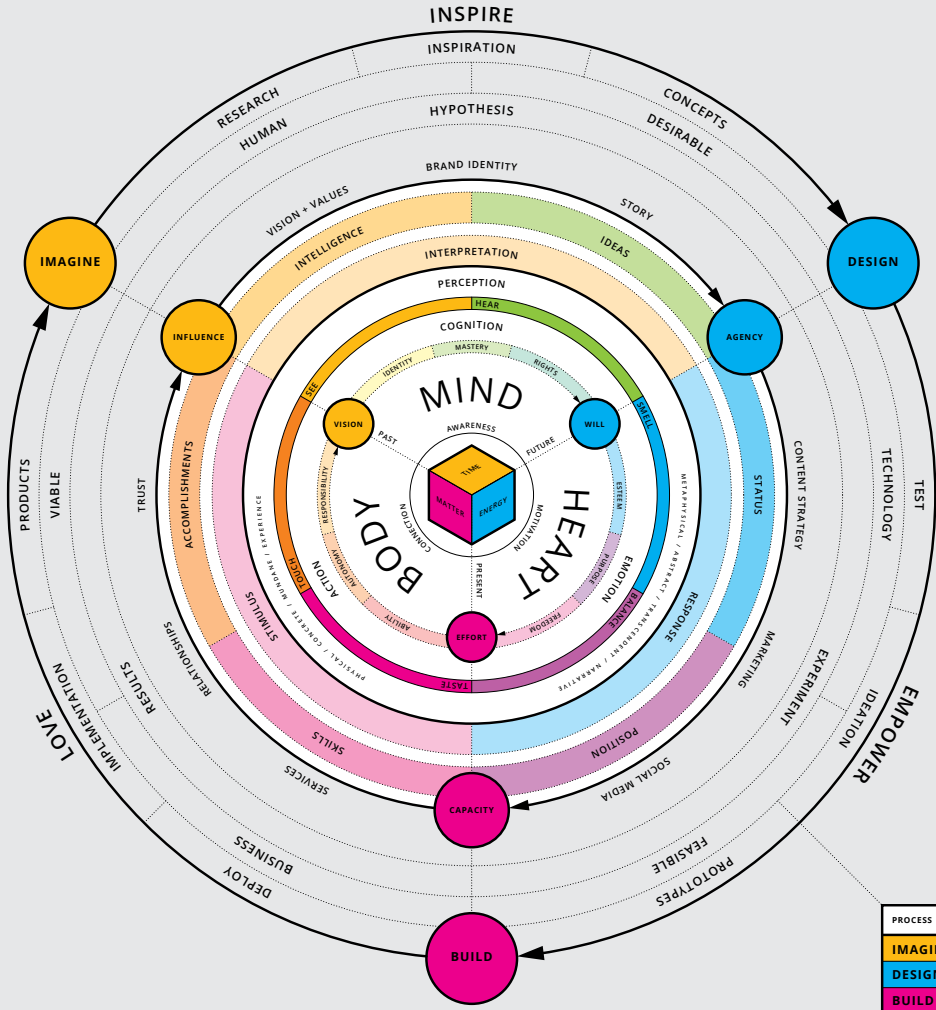
RESULTS

Religion
Corporation
Nation State

syntropy organisms

The evolution of design is shifting from a focus on producing physical artifacts to creating social systems. This process of ephemeralization is rendering obsolete the systems that we have developed to create products and services to meet the needs of communities of consumption that are oriented around a media system that serves the corporate model of global exploitation through the design of brands that define the identities of homogenized populations of markets.

Corporations are realizing that to stay adaptive, competitive, and innovative, they must recognize the value of design. Designers are creative, collaborative, self-organizing learning communities that are necessary to keep an organization alive and thriving. Experience designers are helping the executive decision-making functions of corporations to engage in a process of participatory sensemaking—of listening, empathizing, understanding, analyzing and designing—to transform the unsustainable models of corporate industry and economic governance from the inside out.



CORE

EXISTENCE

Time
Energy
Matter

TIME

Past
Future
Present

PERSON

Mind
Heart
Body

ESSENCE

Awareness
Motivation
Connection

VISION

Inspire
Empower
Love

IDENTITY

Vision
Will
Effort

CHARACTER

Identity
Self-Esteem
Ability

MOTIVES

Purpose
Autonomy
Mastery

FOCUS

Human Rights
Freedom
Responsibility

INTERNAL

EXPERIENCE

Cognition
Emotion
Action

TANGIBLE

See
Touch
Taste

INTANGIBLE

Hear
Smell
Balance

EXPRESSION

Stimulus
Interpretation
Response

PHYSICAL

Concrete
Mundane
Experience

METAPHYSICAL

Abstract
Transcendent
Narrative

VALUES

Influence
Agency
Capacity

SUBJECTIVE

Intelligence
Status
Skills

OBJECTIVE

Ideas
Position
Accomplishments

EXTERNAL

INFLUENCE

Vision + Values
Brand Identity
Story

AGENCY

Content Strategy
Marketing
Social Media

CAPACITY

Services
Relationships
Trust

SYSTEMS

Hypothesis
Experiment
Results

SOLUTIONS

Human
Technology
Business

PRINCIPLES

Desirable
Feasible
Viable

PRIORITIES

Inspiration
Ideaation
Implementation

METHODS

Research
Test
Deploy

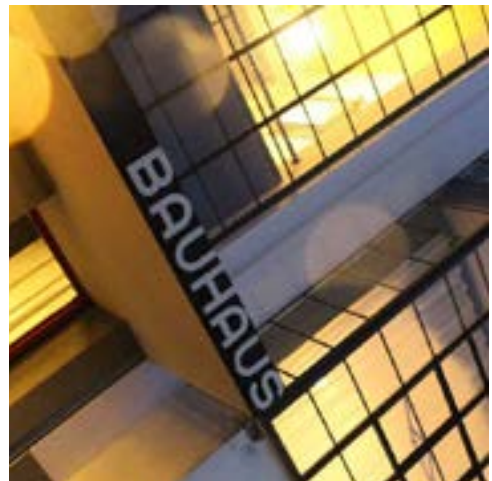
RESULTS

Concepts
Prototypes
Products

organisations



imagine
design
build



building leaders to design a resilience society

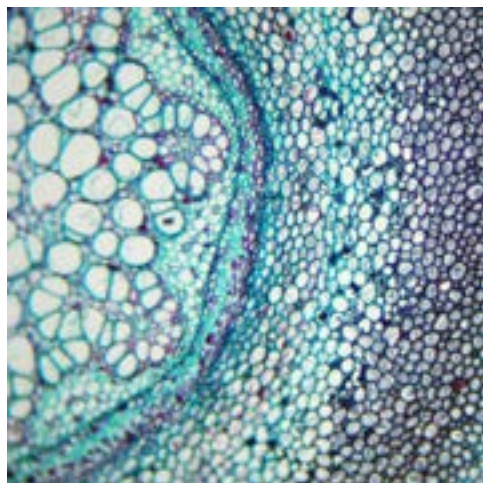
creativity and innovation at the
intersection of art and science



influenced by the past,
shaping the future



building resilience,
relationships and community





Exploring how we imagine, design,
and build the future together.

imagine imaginaxiom.com
design designinfluences.com
build builderscollective.com

social architecture

socialarc.com

BLDRS Collective Inc

bldrs.co

builders collective

A gathering of people who are
investing their collective time, energy,
and resources in the challenge of
reimagining our social architecture.

timeenergyresources.com



building leaders to design a resilience society