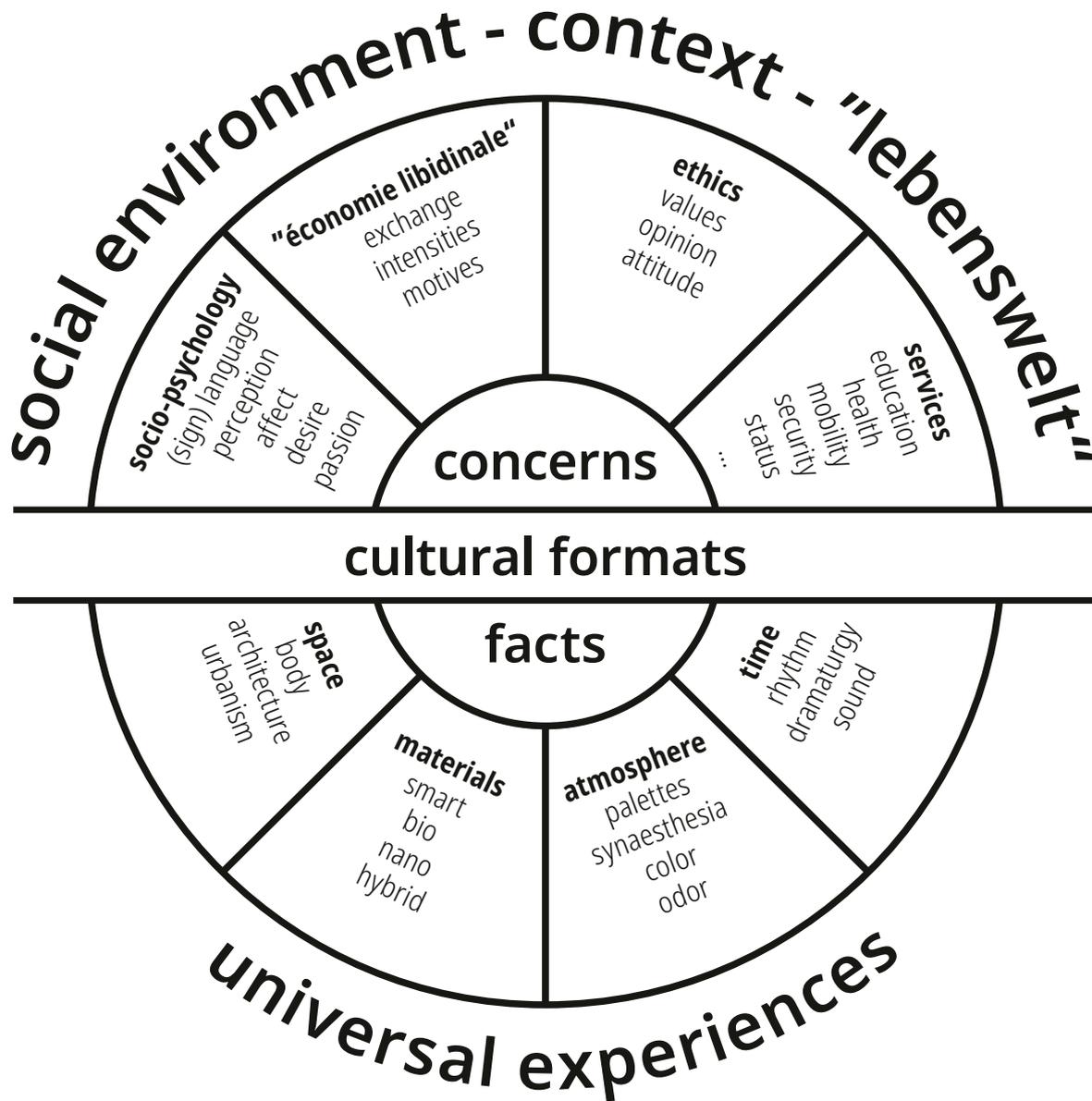


transformation design

awareness – anticipation – literacy



Concerns and Facts together form cultural formats that are the future task of design. Universal experiences are built by facts such as space, time, materials, and atmosphere, while social environments and contexts are built by concerns such as socio-psychological factors, ethics, services, and an "économie libidinale", that is based on the exchange of intensities and motives.