

A NEW CREATIVE AXIOLOGY (VALUES) for Life and Living

Definition – AXIOLOGY is the study of the nature of value and valuation, and of the kinds of things that are valuable or deemed of high value.

Thriving beyond surviving= The Joy of self-respect, in the midst of creation, cultivates integrity, compassion, and empathy.

THE IMPETUS for this book then, is the hope that we can redirect design energy towards innovations that inspire humanity nested in story driven directives. The sorts of stories and narratives of integrity, truth, valusim, logic and compassionate ethics that lead to empathy and inclusion. To engage in narratives that lead by example, in the creation of joyful, and thriving communities. Place-making design can bring humanity back into the human landscape. To peacefully exist in our world with our world and with one another.

Another prime motivation for creating this book is to re-embed STORY into the limelight of the design process. To inspire designers and creatives, in all walks of life, to welcome and foster the ways of storytelling to generate solutions addressing life-sustaining world challenges and creating innovative project design experiences.

Qualities to ponder, in the midst of Designing:

- Origins: The impetus of emulating design in nature as a creational model and guide
- Vitalism: A proposition reliant on our innate survival nature rather than complex logic
- Resultant: Long-term directives of final results, where ends, define the means
- Intent: Movement towards innate human qualities beyond worldly goods and gains
- Redirect: Use of story and narrative to re-imagine human-made physical experience
- Valusim: Motivations that originate in the unseen qualities vital to life and living
- History: To foster a continuum of socio-cultural values at the heart of human meaning
- Reason: Loosen logic in the face of linear thinking with lateral unreasonableness
- Reliance: Tap into the world of things beyond the 'self'