

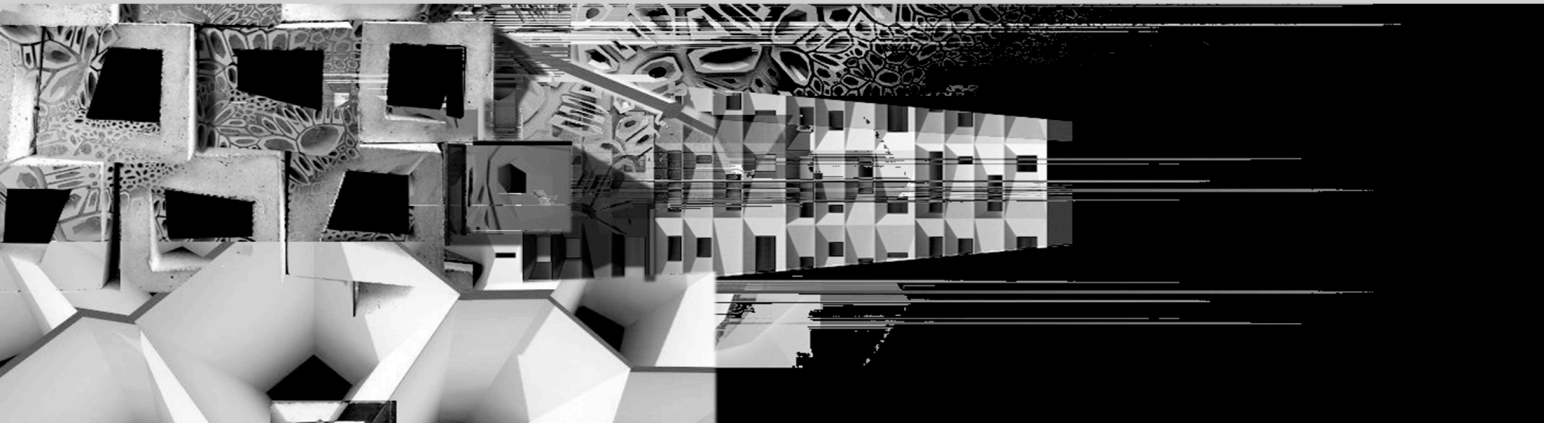
The Experience

DESIGN ultimately delivers MEANING in the form of memories connected to emotions, purpose and the power of connection. Great narrative design experiences establish meaning by achieving these three critical aspects of environmental storytelling:

TRANSPOSITION - including the experience as a *part of the experience* (cultural continuum)

TRANSLATION - incorporating narratives that deliver a repeatable experiential challenge (joy)

TRANSCENDENCE - inspiring awe, self-discovery, connection, unity, awareness and purpose resolute in the hearts and minds of participants, over time, by design. (emotive memory)



The Artist

ROTHKO, as a modern artist, created works open to translation. In his work, Rothko has no intention of establishing any transposition of meaning. This means that each viewer, might see something different, in each painting, during each viewing. This is a distinguishing factor between modern Art and Design. ART as art, doesn't always need to adhere to the goal of transcendence. Art can remain open ended. In design, the importance of the Takeaway is a key aspect of storytelling. Successful narrative design experiences leave people with clear and targeted takeaway memories, by design. The three aspects named above relinquish story driven design as the unison of Art and Science.