

INTRODUCTION

THE BIG IDEA driving this book is that design rooted in story is a historically significant and definitive future-forward means of directing modern design and architecture towards a more inclusive and conducive world.

THE OBJECTIVE of this text is for the reader to absorb and experiment with any notions that inspire one's own personal creative design investigations.

THIS BOOK is NOT a book on '- HOW TO DESIGN'

This would be a silly idea because intuition is the ring leader running the big top tent of design. When the elephants are jumping through hoops of fire there is no second guessing but there is faith. Faith in the illusive confines of intuition. This is because, in the space of idea formation there exists no rules - no means or measures about how or when to do what, in the midst of any creative design journey.

PROCESS is an individual journey, not a list routine of this or then that. This book may well stimulate as many questions, as ideas or solutions. Your own dreams are as viable as anyone else's. There exists no correct, or incorrect method to generate design. Designing is not a linear path of discovery and as such, an unending number of design paths lead to successful projects.

TERMINOLOGY - It is highly recommended that readers review the section at the back of this book named, 'Glossary of Terminological Inklings' All the terminology used in this book may not be found or align with the dictionary and I also tend to make up words now and again. Just FYI.