

HOLON

Design with the emerging paradigm

Purpose - *Why are we right here right now?*

HOLON is the response to a perceived world in transition, where is emerging a paradigm that shares the consciousness of being a planetary society. We strive to make this emerging paradigm mainstream through design.

We understand a paradigm as a pattern of thought, a worldview. To define further what is the logic that governs the emerging way to see and act upon the world is tough, and even not desirable, as the paradigm we embody is been always here and is continuously evolving to match every context of expression. We know one thing though, our's is design.

In a nutshell, nothing against Martians, but for now we are happy to be family Earth!

Vision - *What is driving us?*

To be the reference design firm in the emerging paradigm.

Envisioned future - *What will we be celebrating in 2020?*

We are hosting an awesome party, with clients, designers and avantgardists, plus the friends and family of our 20 team members. Our design cooperative is a design reference of the emerging paradigm thanks to the interiorised practice of it. There is *pa amb tomàquet* and delicious wine too! We are celebrating as well our client's successes, their leading roles in their own fields on the transition to a sustainable society in planet Earth make us really proud of them. It is also a reason to celebrate the healthy group of people we are as HOLONers. We are grateful for all people who passed by the coop as diving board to their own life-changing initiatives.

Focus areas - *Where are we putting our attention?*

To be a healthy and content-with-euphoria group of people

To contribute to organisations we share purpose with

To contribute to design's evolution

Mission - *What do we do for our clients?*

To bring people and planet to profit in a beautiful way.

Ultimately, we are invited by organisations to help them

- i) provide a user experience of the emerging paradigm, and
- ii) to keep the satisfaction over the experience between an agreed range.

Values - *What guides our organisation?*

To focus on the path over the pace

To make others successful

To celebrate that we are nature

Design Principles - *What guides our design?*

To integrate all perspectives

To design with human integral perception, for experience.

To understand value as contextual

To design with change as the only constant

To design for easy navigation

To create beauty

Stories - *What it is our shared narrative?*

If an image is worth thousands words, the one about the Earth Apollo 8 got does mark a start of the story we feel authors of. We are family Earth, some scientist even proposed we are a planetary organism, Gaia.

This line of thought, evolved in reactive environmentalism and utopian ecologists. From 2014, these early times are seen tenderly and critically overcome. Fighting against something is necessary in some cases, though, it is a destructive attention that does not ensure constructing the desired reality driving the fight in the first place.

Furthermore, today's global communication's revolution brought by internet is democratising, more than any time in mankind history, some instances of power where individuals act as collectives to build their own realities.

Although in some part of this world a happy and comfortable life is achievable, we recognise that as a whole, there is a lot of work to do. In the territories where there is still suffering, and in the content societies where some dynamics are responsible for some of the sufferings elsewhere. Our shared consciousness of a planetary society drives us to act upon it.

Our purposeful actions though are not understood as a duty or a hard task. Our experience is that aligning action and purpose is a sign of freedom, furthermore, is fulfilling and the perfect setting for endless fun. This joyful approach to every moment is, finally, what keep us going. Our brain and body is never as creative as when we are positive about the impact we have!