

Where the design process manifests as cyclical storytelling between specific actors, the solutions crystallize slowly as a result of combined experience, knowledge and creativity. Each actor fills a different part of the spectrum and they come together to make a complete picture of a possible alternate future.

**WITH  
GO-CREATION,  
THERE IS NO ONE  
MOMENT WHERE  
THE BIRTH OF  
AN IDEA CAN BE  
MARKED.**

LINDSAY BUSH