TRANSMUTE
Digital experiments for sensory beings

“The night is a tunnel... a hole into tomorrow...”
Frank Herbert, Dune

TRANSMUTE EVERYTHING:
How to draw radical change out of visceral experience?

James Greyson
BlindSpot Think Tank
@blindspotting

28 / 09 / 2014
How are you feeling about the state of the world and our options to change things?
3 tangles

visceral

conceptual

global
What has to change? We do

Where the magic happens

Our comfort zone
Our comfort zones help us cope with our visceral tangle.

This works without being noticed, by cognitive dissonance.

Hence 40+ years of ideas/plans/actions that don’t cope with the global tangle.
We can cope with the global tangle as a whole system.

The concepts lie outside our comfort zones; they will be uncomfortable.

Our feelings can still guide us.
A positive future: still a tangle of complexity

But set up to solve rather than cause problems

That’s a big comfort zone!

Thank you!!

James Greyson @blindspotting