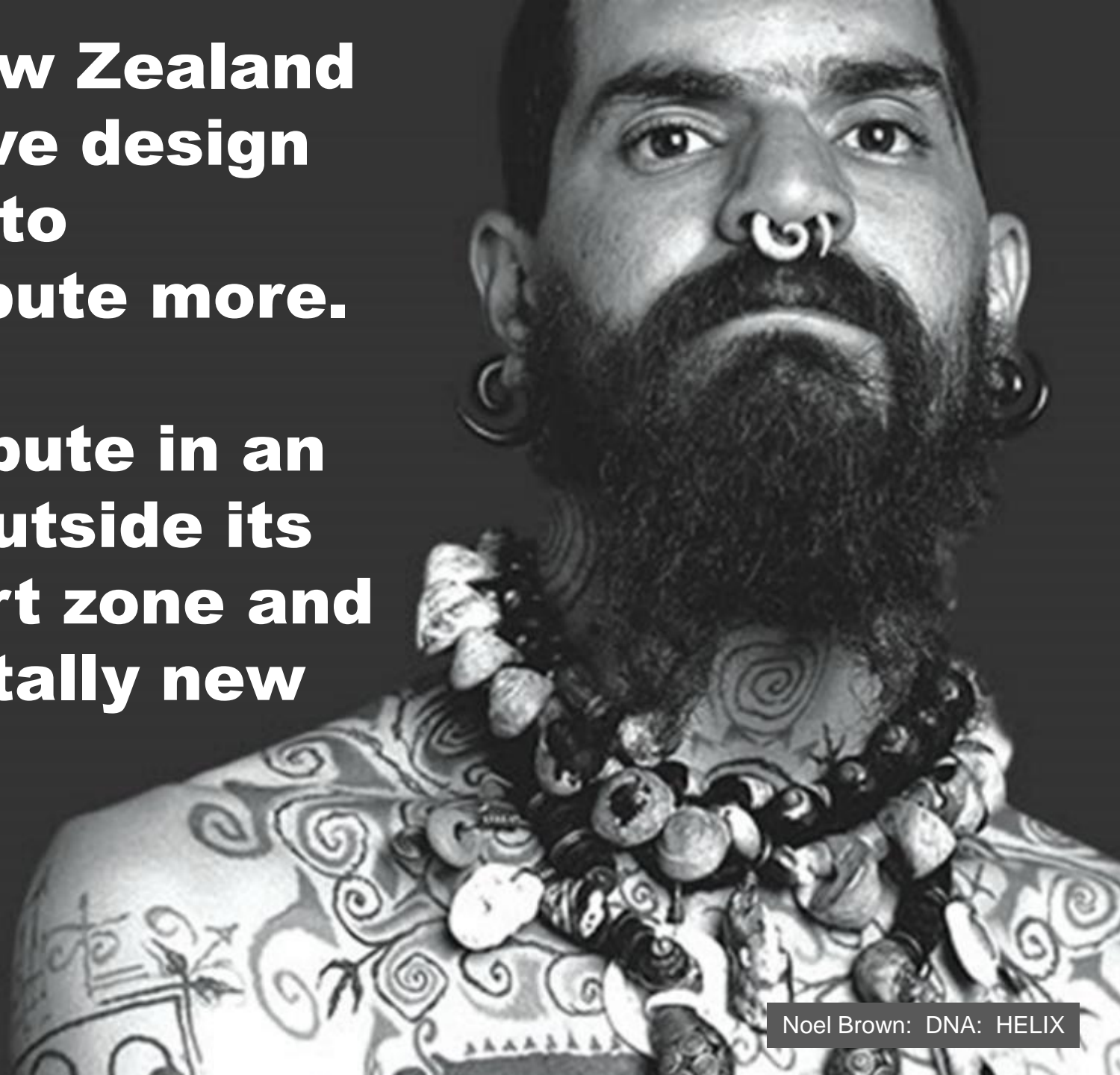
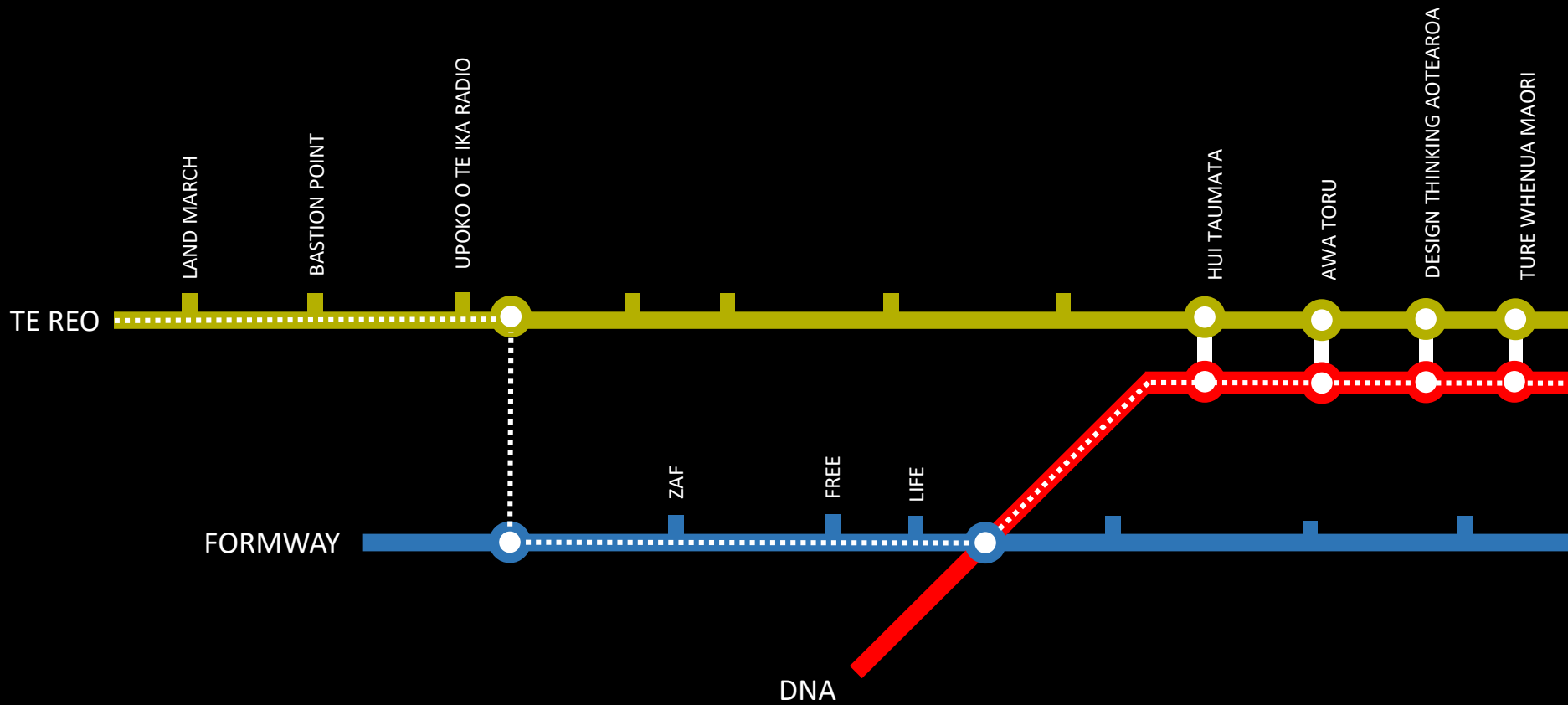


**For New Zealand
to thrive design
needs to
contribute more.**

**Contribute in an
area outside its
comfort zone and
in a totally new
way.**



Noel Brown: DNA: HELIX



Designed **FOR**

Product

Spacial

Communication

Designed **WITH**

Co design

Business

Brand

Digital

Designed **BY**

Social innovation

Process experts

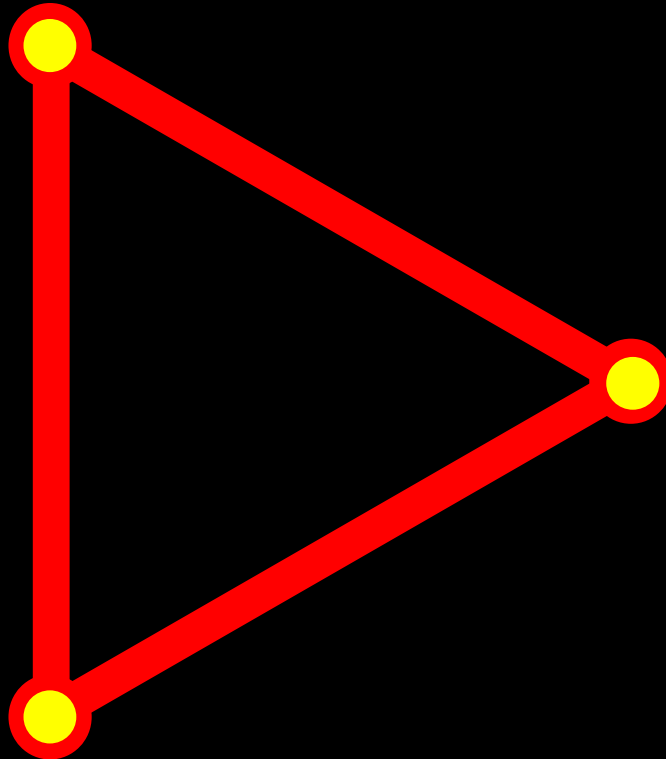
Facilitators

Domain craft experts

Empathy

Agility

Imagination



**Generate sufficient
wealth to fund a
civilised society**



**Protect our prime
asset, the
environment**



Build social cohesion



Wealth



- **Age demographics**
- **Increasing dependency ratios**

Environment



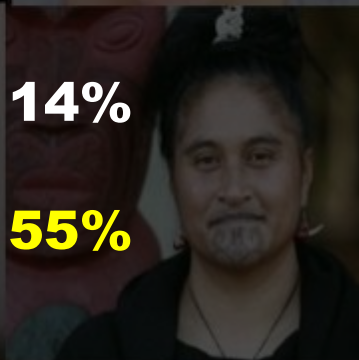
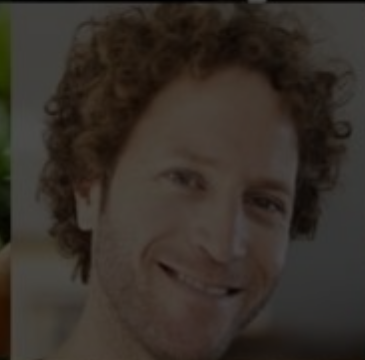
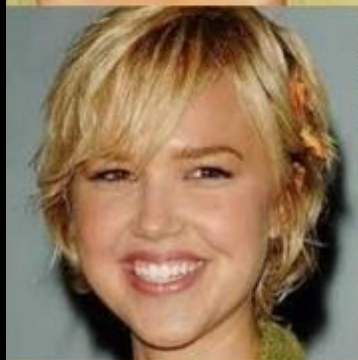
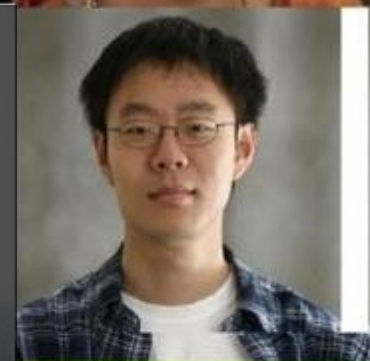
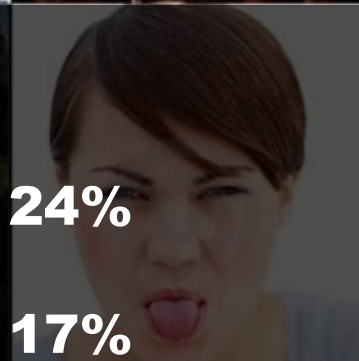
- **Population growth**
- **Development pressure**
- **Climate change**

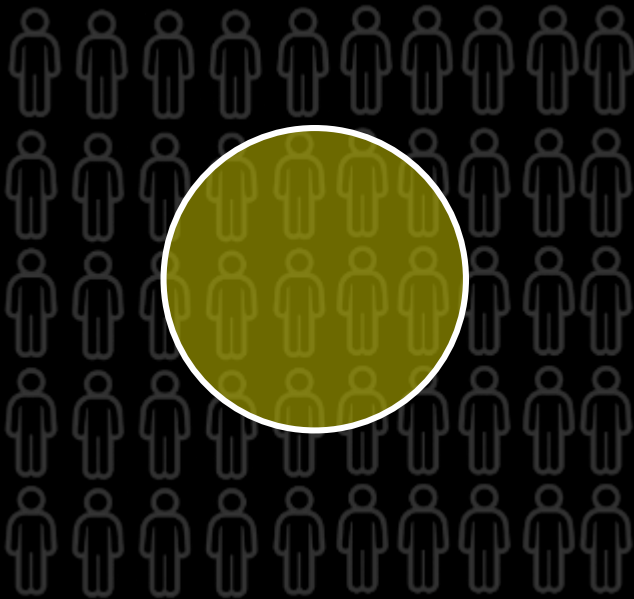
Cohesion



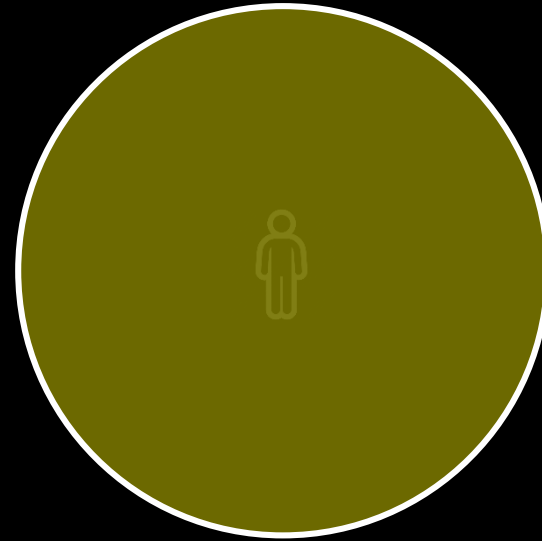
- **Increasing diversity**
- **inequality**







In the two decades from the mid-1980s on, the gap between the rich and the rest increased faster than anywhere else in the developed world.



Unequal societies are less functional, less cohesive and less economically sound than their more equal counterparts.

**Overwhelmingly
white**



Wealth & power

**Disproportionately
brown**



Deprivation & Poverty

This is not by chance!

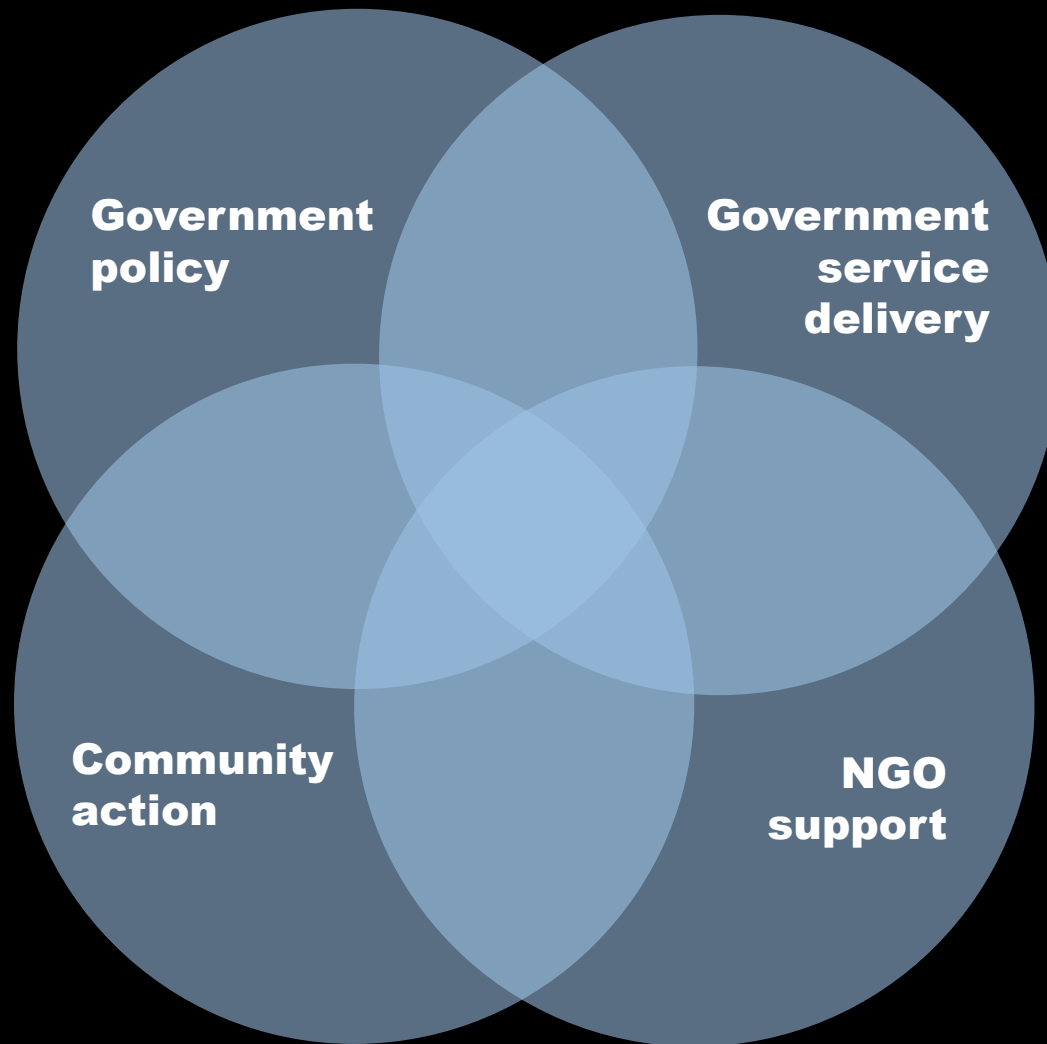
The Family 100 Project

Demonstrating

the complexities

of being poor;

an empathy to



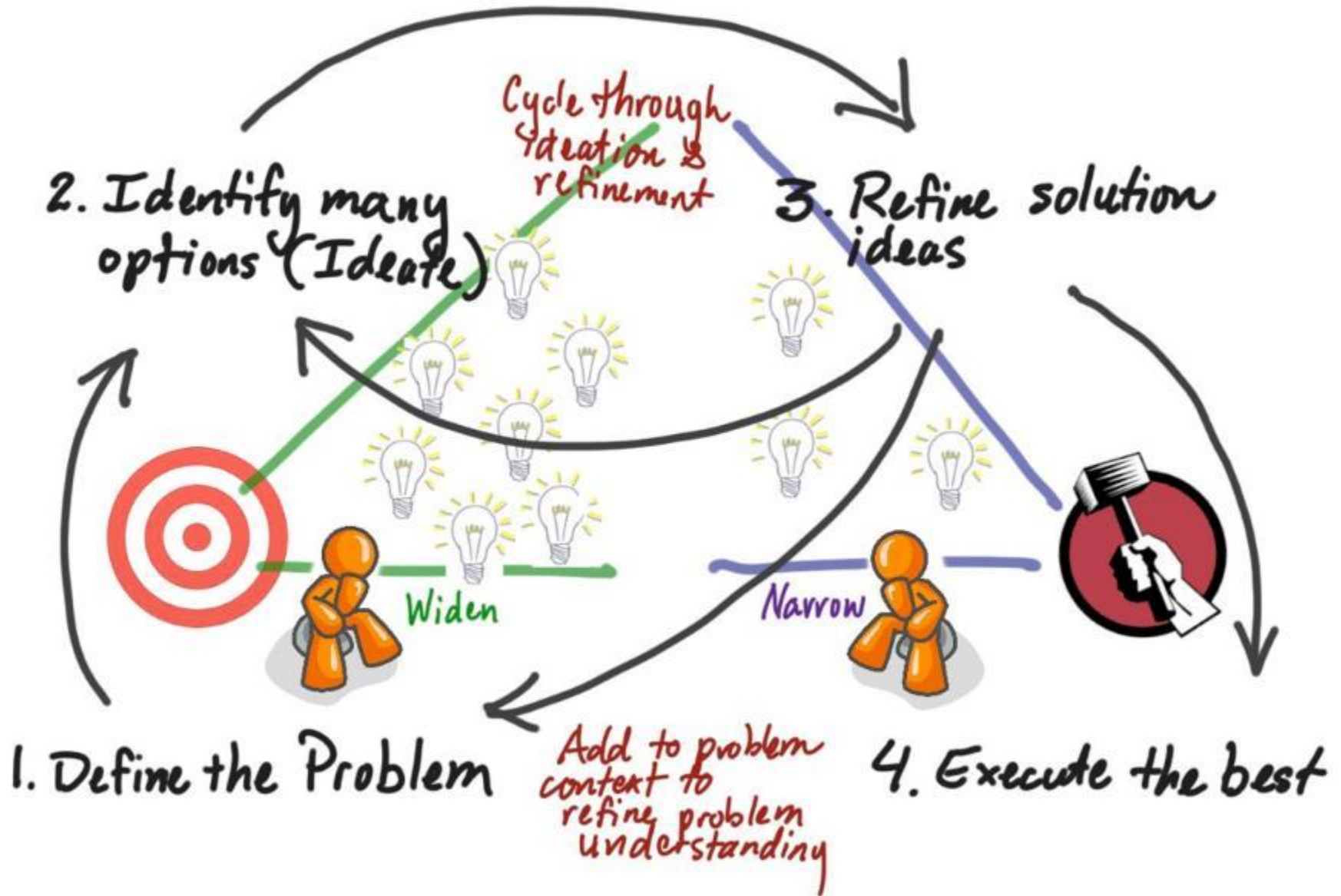
**Government
policy**

**Government
service
delivery**

Not fit for purpose

**Community
action**

**NGO
support**





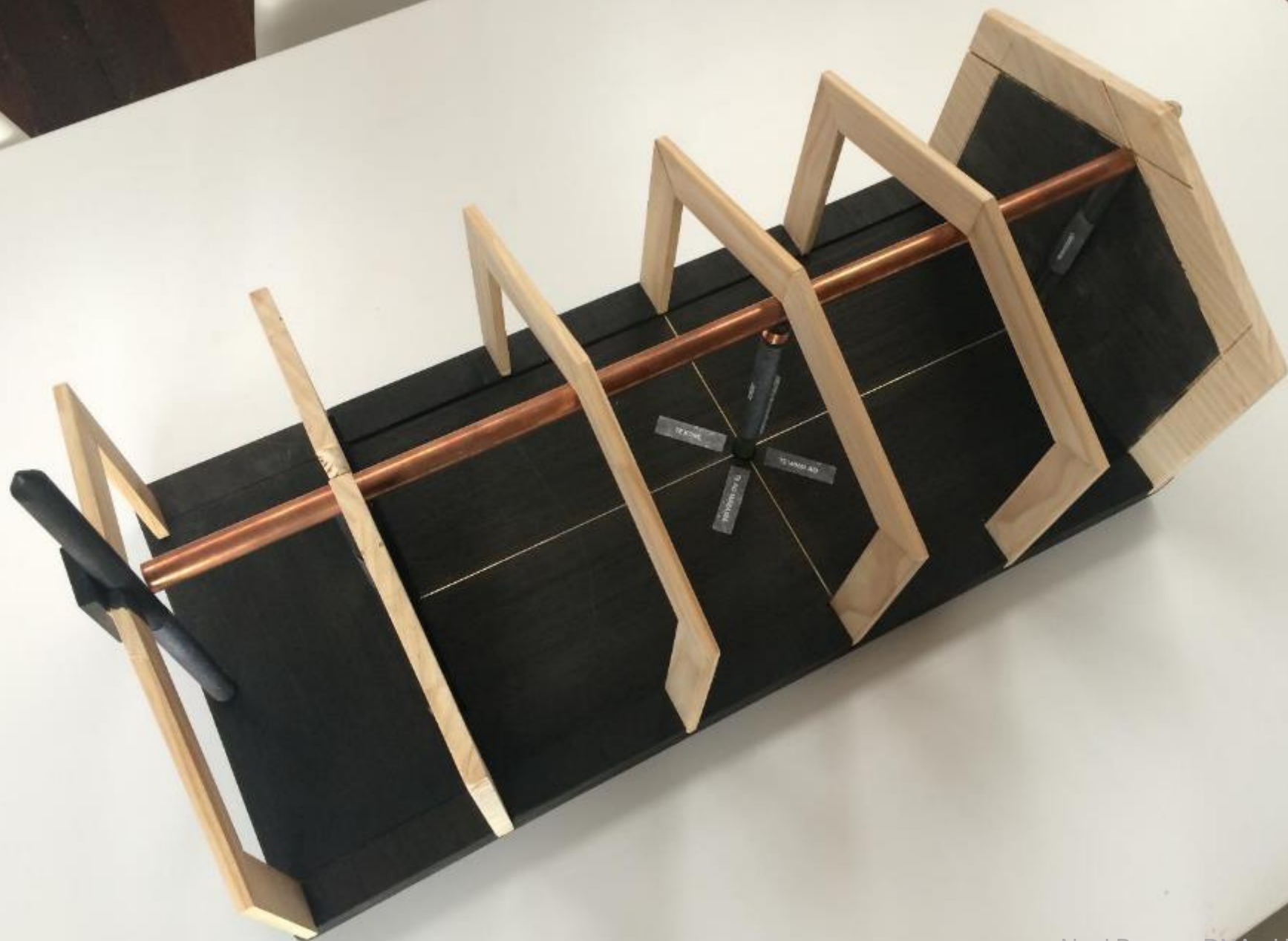
**Work well together
and build a
relationship**

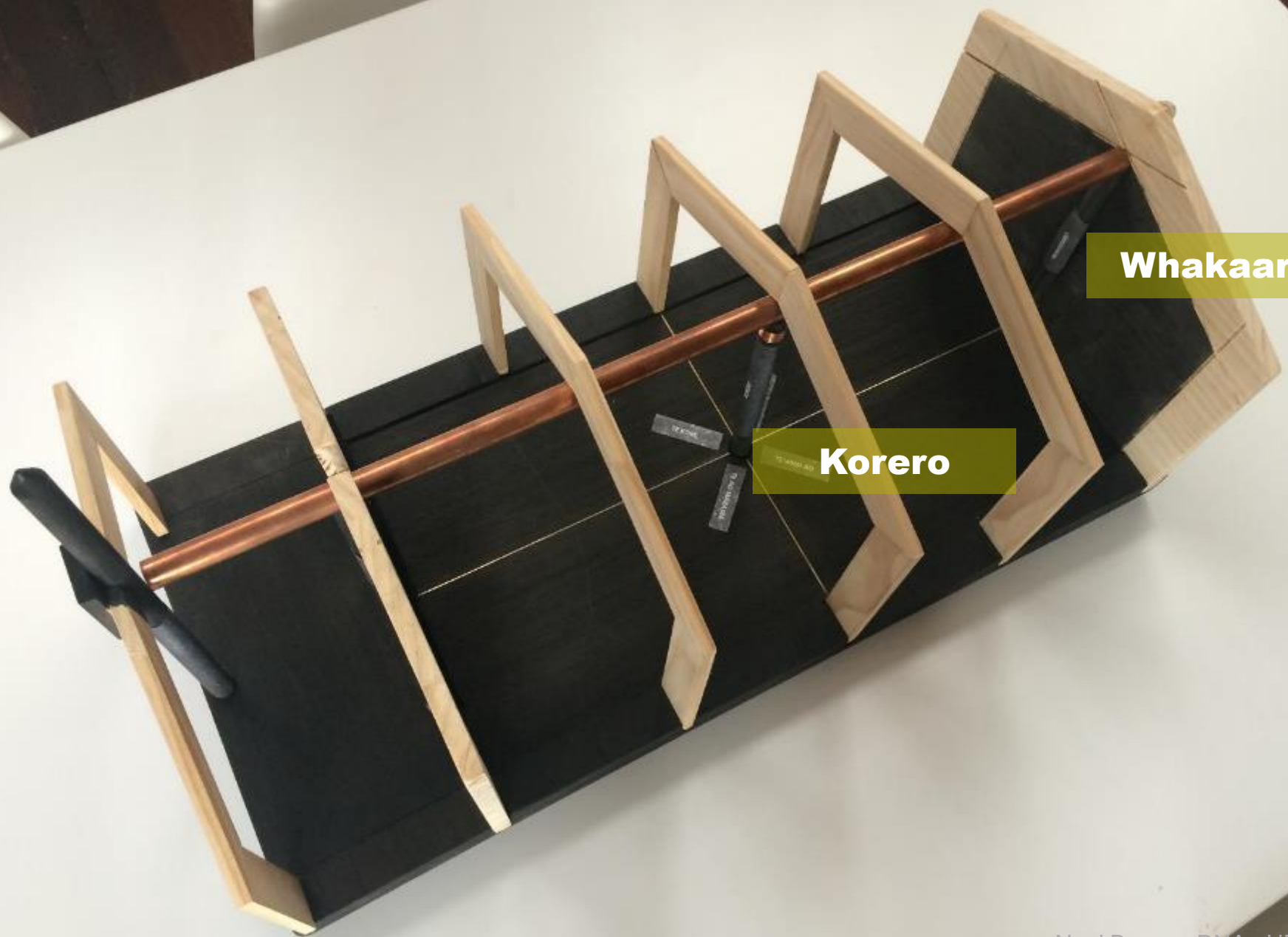
**Build a relationship
so you can work
well together**



Watea

Whanau





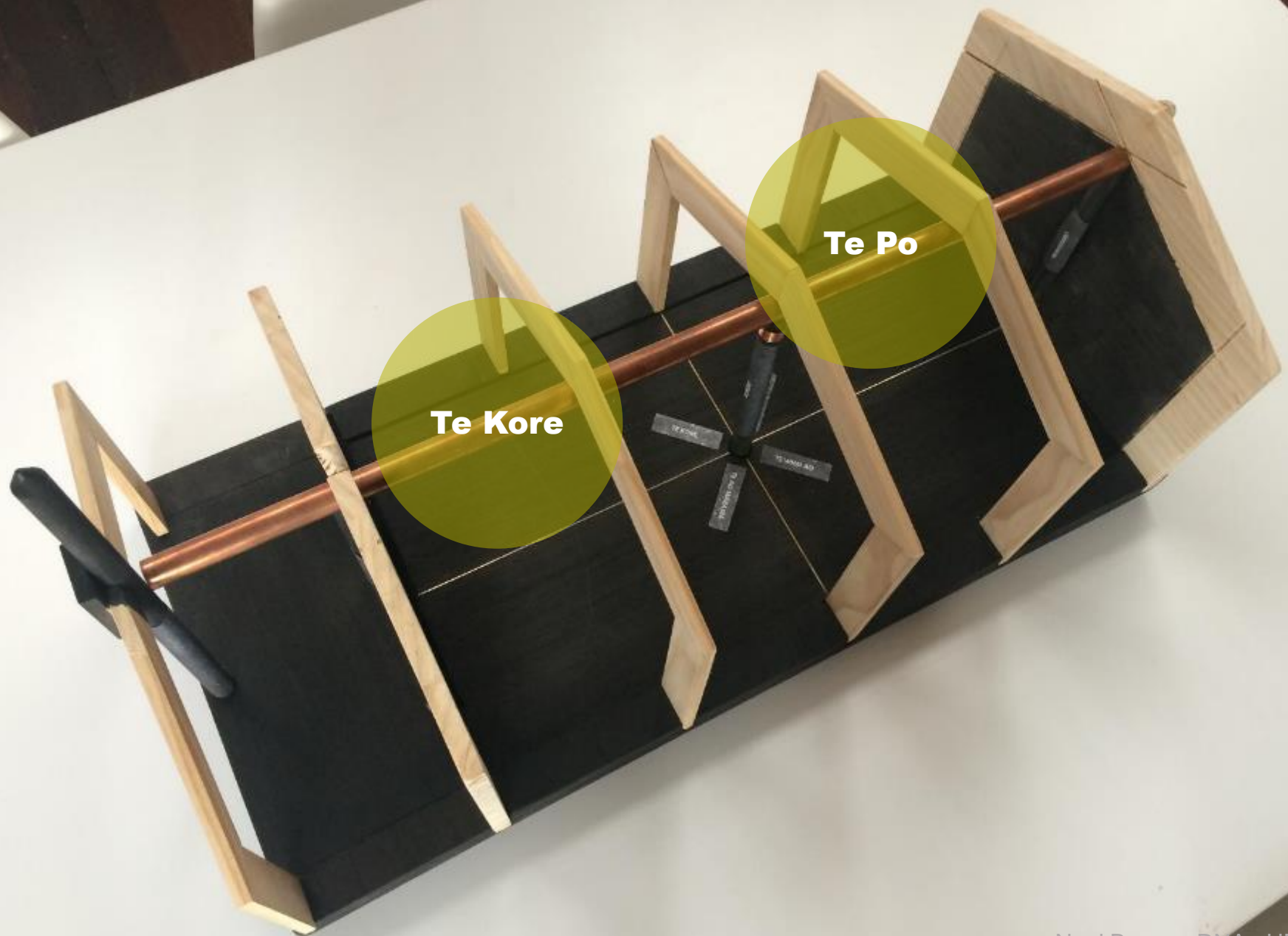
Whakaaro

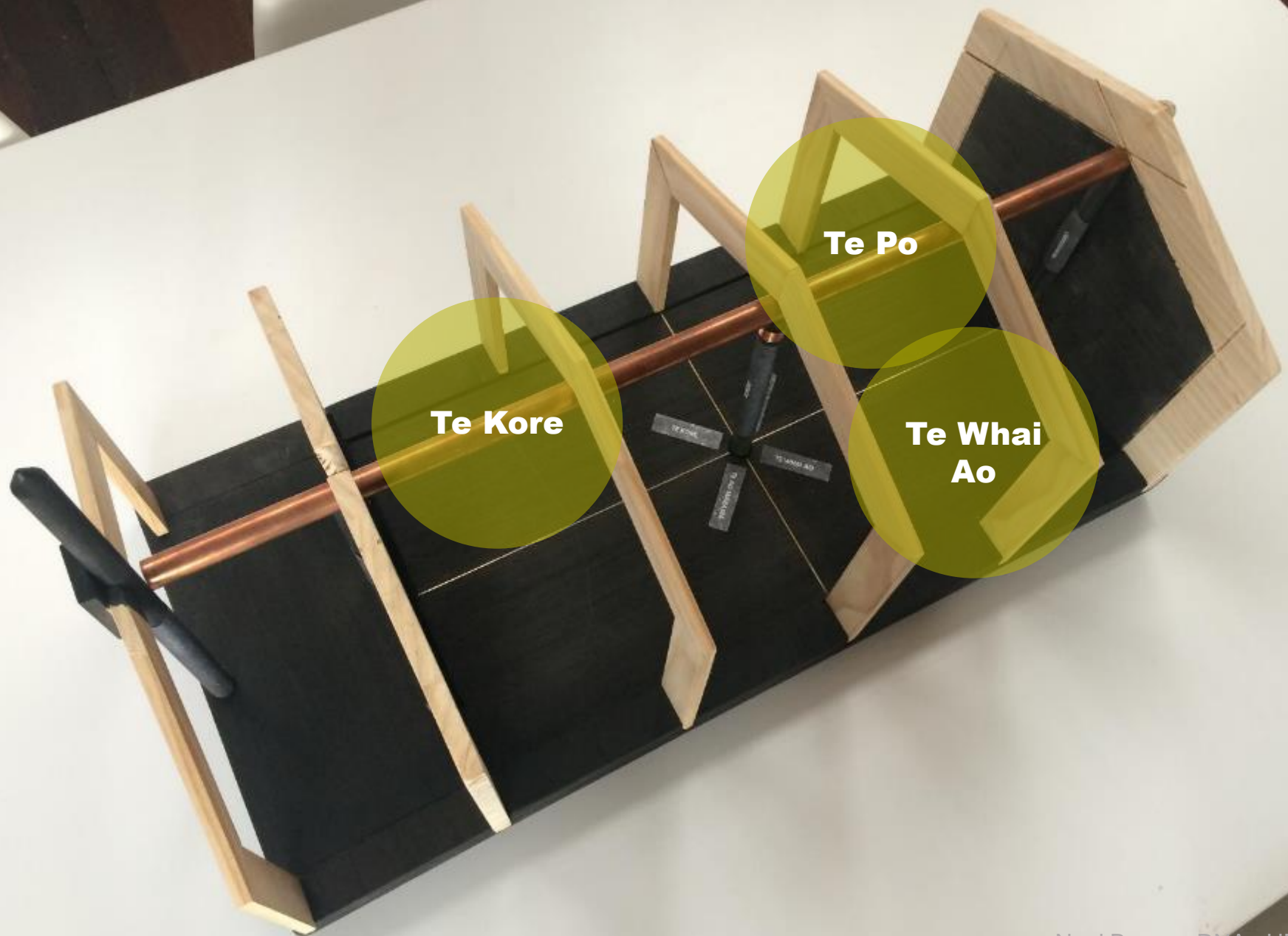
Korero

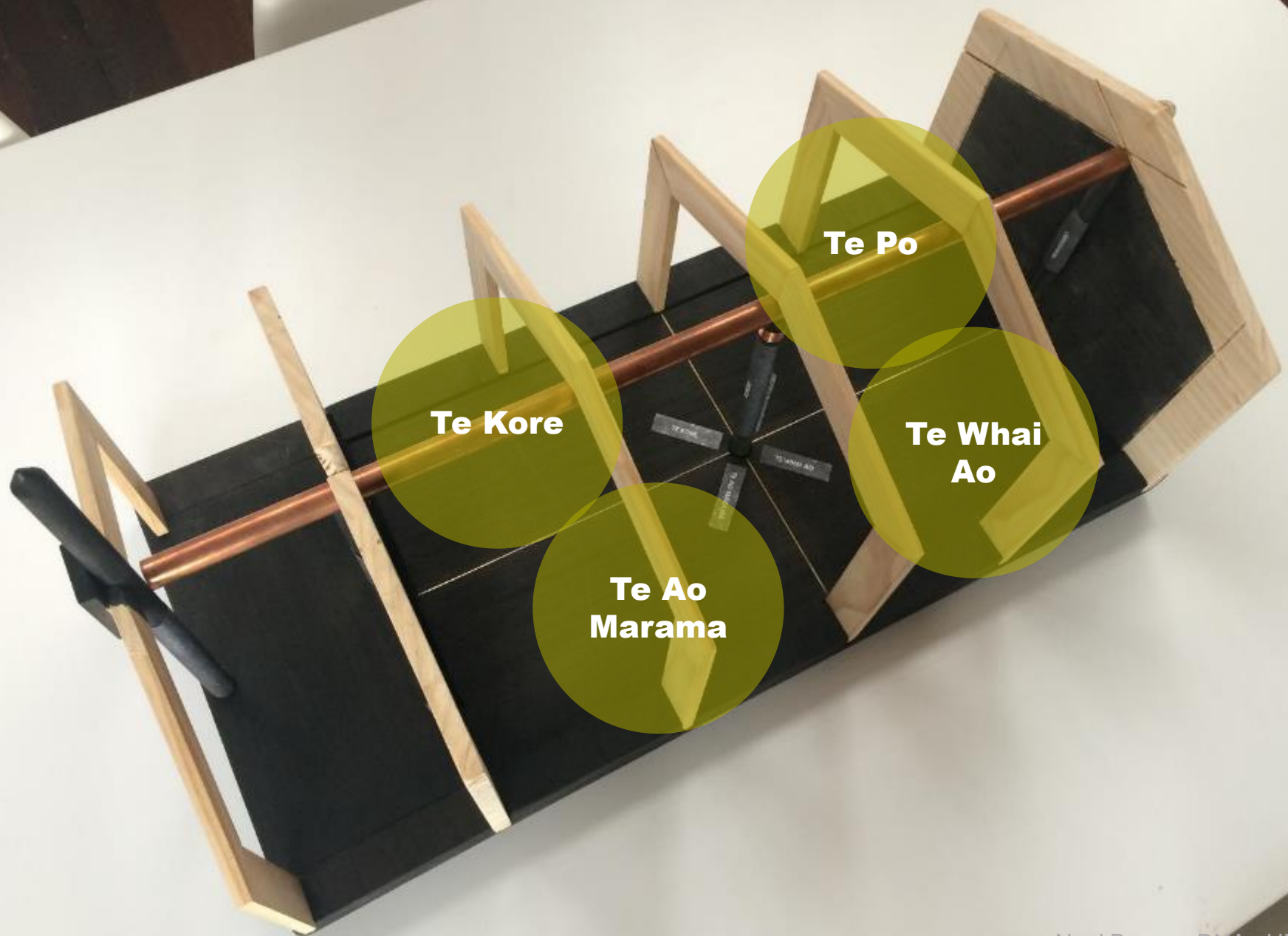


The image shows a physical model of a DNA double helix. It is constructed from a black rectangular base, likely made of cardboard or foam. A copper-colored rod runs horizontally through the center of the base, representing the sugar-phosphate backbone. Five wooden frames, made of light-colored wood, are attached to the base and the rod, representing the nitrogenous base pairs. These frames are arranged in a staggered, overlapping fashion to create a three-dimensional helical structure. A black pen is placed vertically through the center of the model, passing through the rod and the base, to provide a sense of scale. A semi-transparent yellow circle is overlaid on the center of the model, containing the text 'Te Kore'. In the bottom right corner, the text 'Noel Brown: DNA: HELIX' is visible.

Te Kore







**But it's
Designed for
Not
Designed with**

**Assuming superior
expertise will not
alter the state and
mindset of
dependency**

2 Centuries

2 Cents





A true hybrid

A true partnership

**Thrive together
or
wither apart**

Kia ora koutou