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Reader in Knowledge Exchange

Central Saint Martins • UAL • London

Making Sustainability Conference

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De Montfort University • Leicester

Toward Pluriversal and Regenerative Brand Meaning Systems as Infrastructures for Strategic Making

ual central
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QUESTIONS THAT PRECEDE MAKING & PRODUCTION

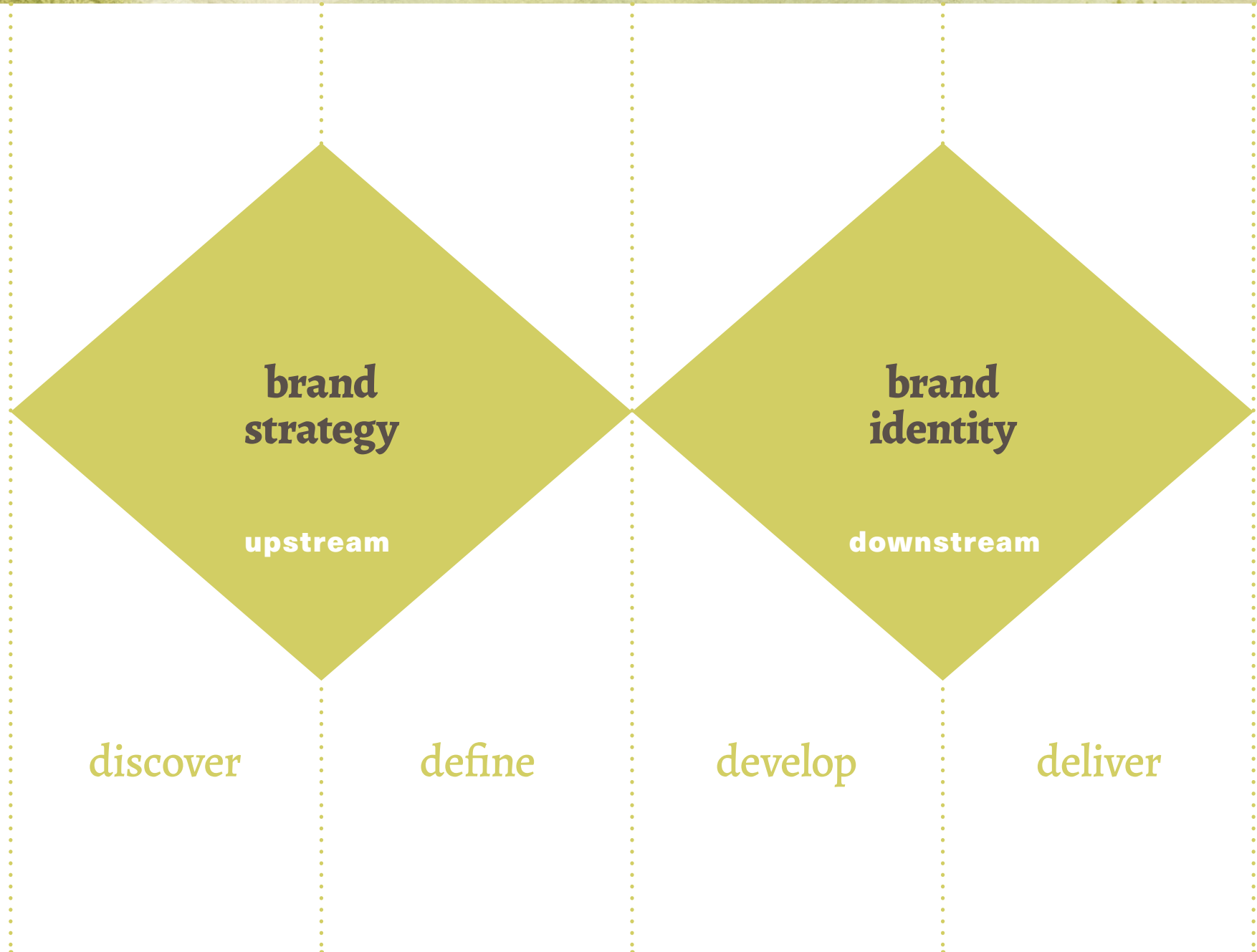
Purpose What is this organisation here to do?

Meaning What does their brand stand for?

Proposition What are they offering?

Value What makes that offer valuable?

UPSTREAM OF MAKING



INTERVENING IN THE SYSTEM

**How can brand meaning
systems become pluriversal
and regenerative?**