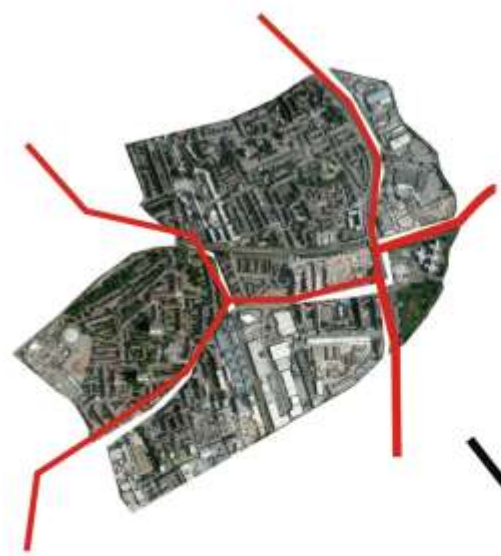


- **NEW PROCESSES BY CHANGING PEOPLE**
- **NEW IDEAS BY CHANGED PEOPLE**



» DECONSTRUCTING SCARCITY | BROMLEY BY BOW TODAY | TOMORROW

TODAY 2012



TENDENCY

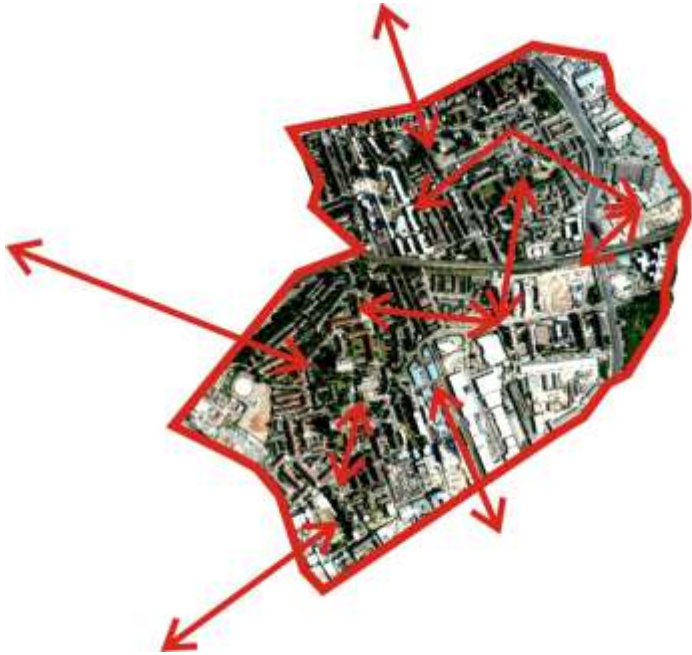


FORTRESS WORLD



ALTERNATIVE FUTURE 2062





- **Bromley by Bow** will become a **diversity point** where different resources have **strong connections**

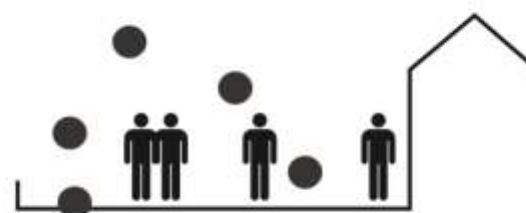


NOT IN MY BACK YARD



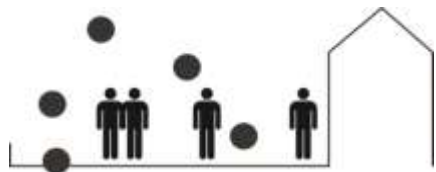
NIMBY

ALL IN MY BACK YARD



AIMBY





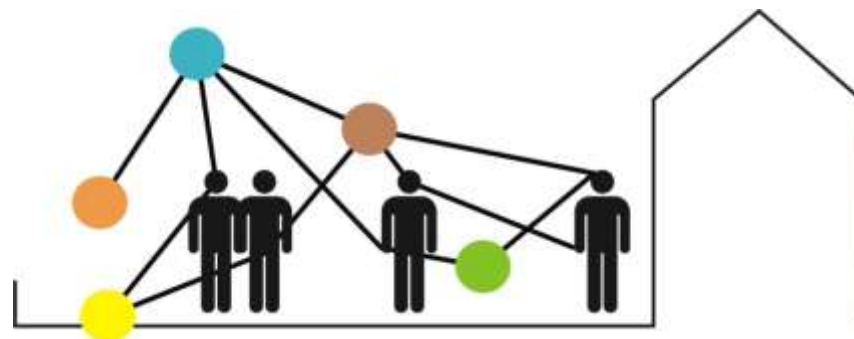
ELEMENTS

Everything that can be affected by scarcity



RESOURCES

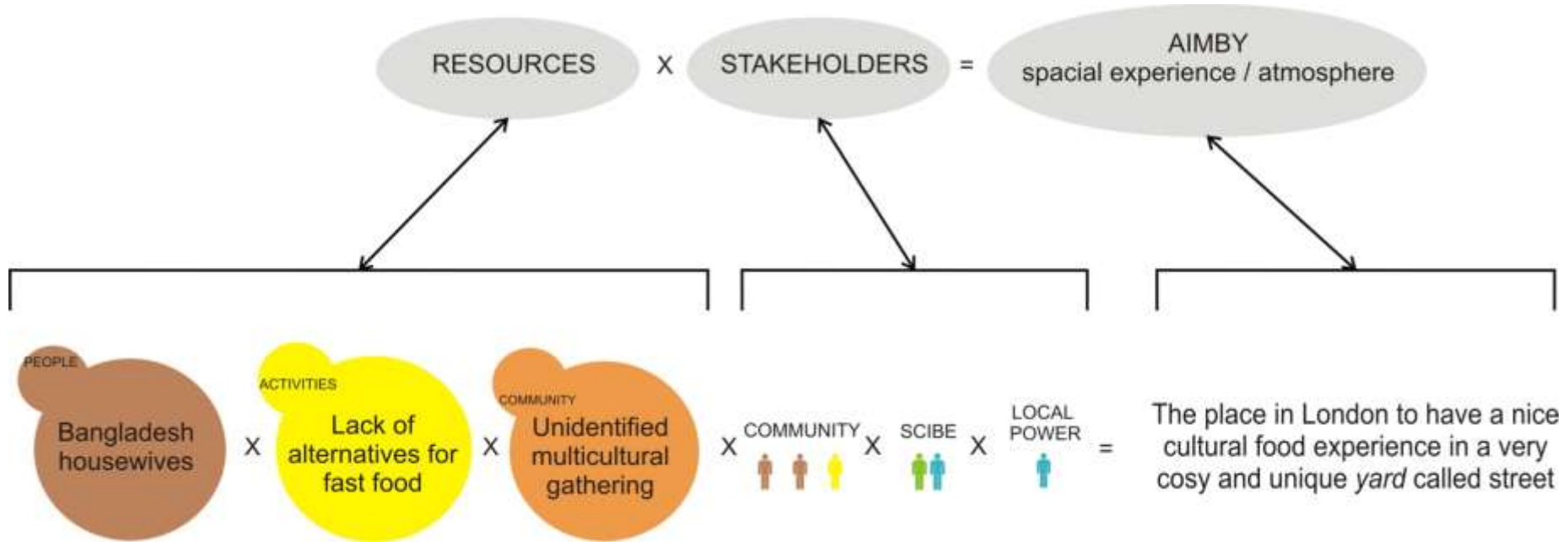
When elements bring out their potential



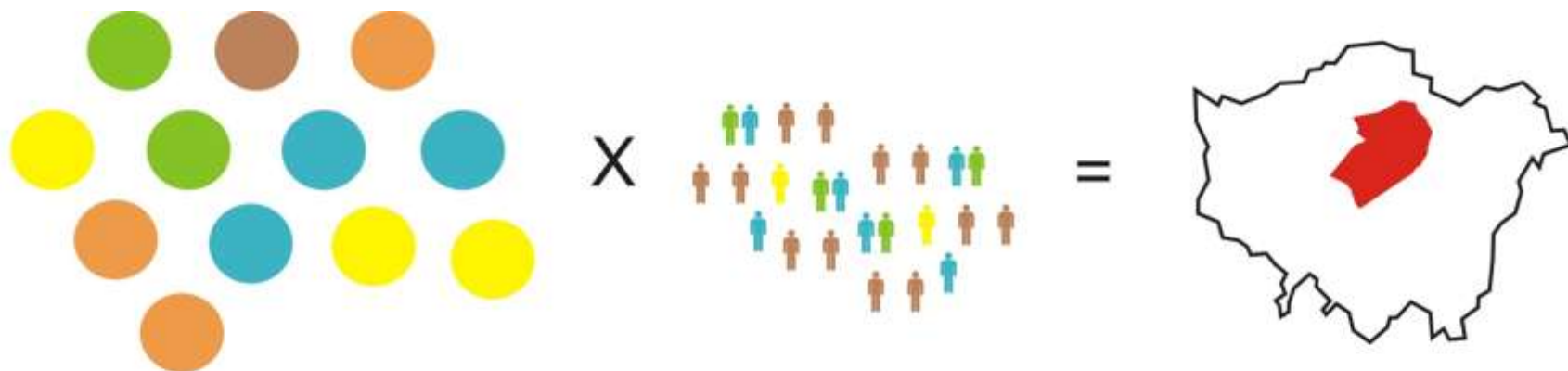
New Connections = **A I M B Y**



» DECONSTRUCTING SCARCITY | AIMBY EQUATION



» DECONSTRUCTING SCARCITY | AIMBY EQUATION



the more links we create between different resources and stakeholders, the bigger the change to society will be, resulting in an increase of social creativity



go further on:

- materialize tomorrow BbB (better future)
- identification of resources (BbB today)
- define (in a AIMBY basis) the spacial experiences and atmosphere that will give an answer to today's situation heading for a better future

