SET
CREATIVE EXCHANGE 2018
Museum of Architecture and Design (MAO)
Ljubljana 16.02.18
FUTURE OF ARCHITECTURE
EVERYTHING NOW
“The American economy’s ultimate purpose is to produce more consumer goods.”

President Eisenhower’s Council of Economic Advisors Chairman
WHERE WILL THIS TREND LEAD US?
“The creative destruction is a process of industrial mutation that is constantly destroying the old one, constantly creating a new one”

J. Schumpeter, the “gale of creative destruction”
In the past three decades alone, one-third of the planet’s natural resources base have been consumed.

Paul Hawken, Amory Lovins and L. Hunter Lovins, *Natural Capitalism*
SHORT CIRCUIT
“Such a seamless integration of man and machine would constitute new life”

John Desmond Bernal - The world, the flesh and the devil
NEW
PRIMITIVE
COLLECTIVE CONSCIOUSNESS
NATURE WILL BE THE NEW ARCHITECTURE