

# **0.0 4D Visual Identity Framework**

past

present

future

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4D point-of-view

heritage / legacy / myth

mission / philosophy / values

vision / trends / strategic foresight

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3D volume

form / function / feature / feel / fit

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2D plane

shape / pattern / graphic element / contour / silhouette

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1D line

colour / materials / texture / finish

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0D point

spiritual / cultural / conceptual / contextual dimensions

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past

present

future

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1). the visual appearance — e.g. highlighting the sensory experience incl., design intention and consumer perceptions.

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2). the active and interactive behaviour incl., the potential impact of e..g. generative AI and other emerging technologies.

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3). the assistive capability i.e., how it enable me (the consumer/user to do what I wish and ideally want to do.

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ref.: polestar's 'perceived intelligence'

## 10 Most Popular **Generative AI Platforms** ...

01. OpenAI's

**GPT 4 / 3 / 2. Chat GPT Plus. SonicChat. DALL•E**

02. Google's

**Deepmind. AlphaGo**

03. Nvidia's

**NVIDIA DGA / NVIDIA Tesla Series**

04. Microsoft's

**Azure. Bing. Edge**

05. IBM's

**Watson**

06. Salesforce's

**Einstein GPT**

07. Amazon's

**AWS**

08. Adobe's

**Sensei**

09. Facebook + Others

**PyTorch 2.0**

10.

**OpenCog**

Using a Generative AI Platform such as Chat GPT (Plus) / Sonic Chat / Bing \_ Prompt Q's

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1). What is the Finnish, Swedish, Italian Brand e.g. Go Green?

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2). What is their Brand & Design Philosophy?

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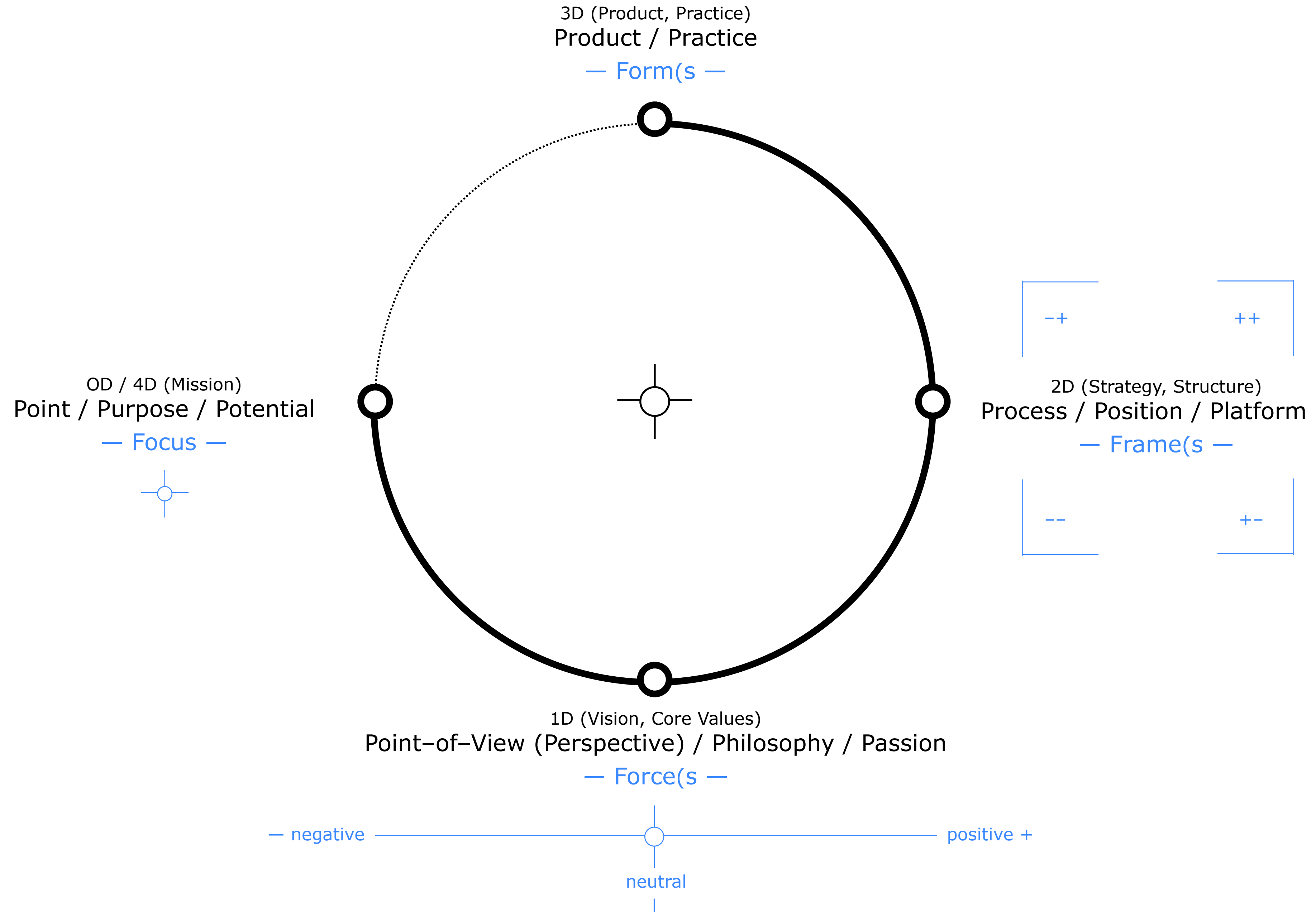
3). Could you give any suggestions how they might further Improve or Expand the Scope of the Brand, incl., its Strategic Identity, Design & Business?

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4). Could you please write a 'Future Press Release' for the Brand?

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# U\_PROCESS ...



# U\_PROCESS

Universal

**0D**

POINT—o

**1D**

LINE—x

**2D**

PLANE—x-y

**3D**

VOLUME—x-y-z

All of which should be considered in relation to the 4th. Dimension i.e. why and how we should ideally evolve, develop, adapt?

**Photon**

Light

**Sub-atomic**

Electron—Neutron—Photon

**Atom**

**Molecule**

Molar Matter

**Spirit**

**Soul**

**Substance-of-Mind**

**Substance-of-Body**

**Focus**

Focal-point

i.e. Foci

**Force(s)**

Minus—0—Plus

Energy, Flow, Fluidity

Motivating Force

**Frame(s)**

Framework

Framing, Reframing

& Frame-breaking

**Form(s)**

**Mission**

Why does this exist,  
for what purpose?

**Vision / Core-Values**

What is the en)vision of the  
future we seek to create?  
e.g. in the next 3-to-5 years?  
this directly reflects & projects  
organisational & competitive  
culture

**Strategy / Structure**

How do we achieve (enact)  
the mission and vision relative  
to our existing (known) or future  
unknown) competitors  
or partners

**Artefact**

HW/SW/SE/SY  
Things we wish  
to physically and virtually  
exist to resolve and evolve

**Point, Purpose  
& Potential**

**Philosophy**

**Point—of—View**

(Design) Perspective

**Position, Platform**

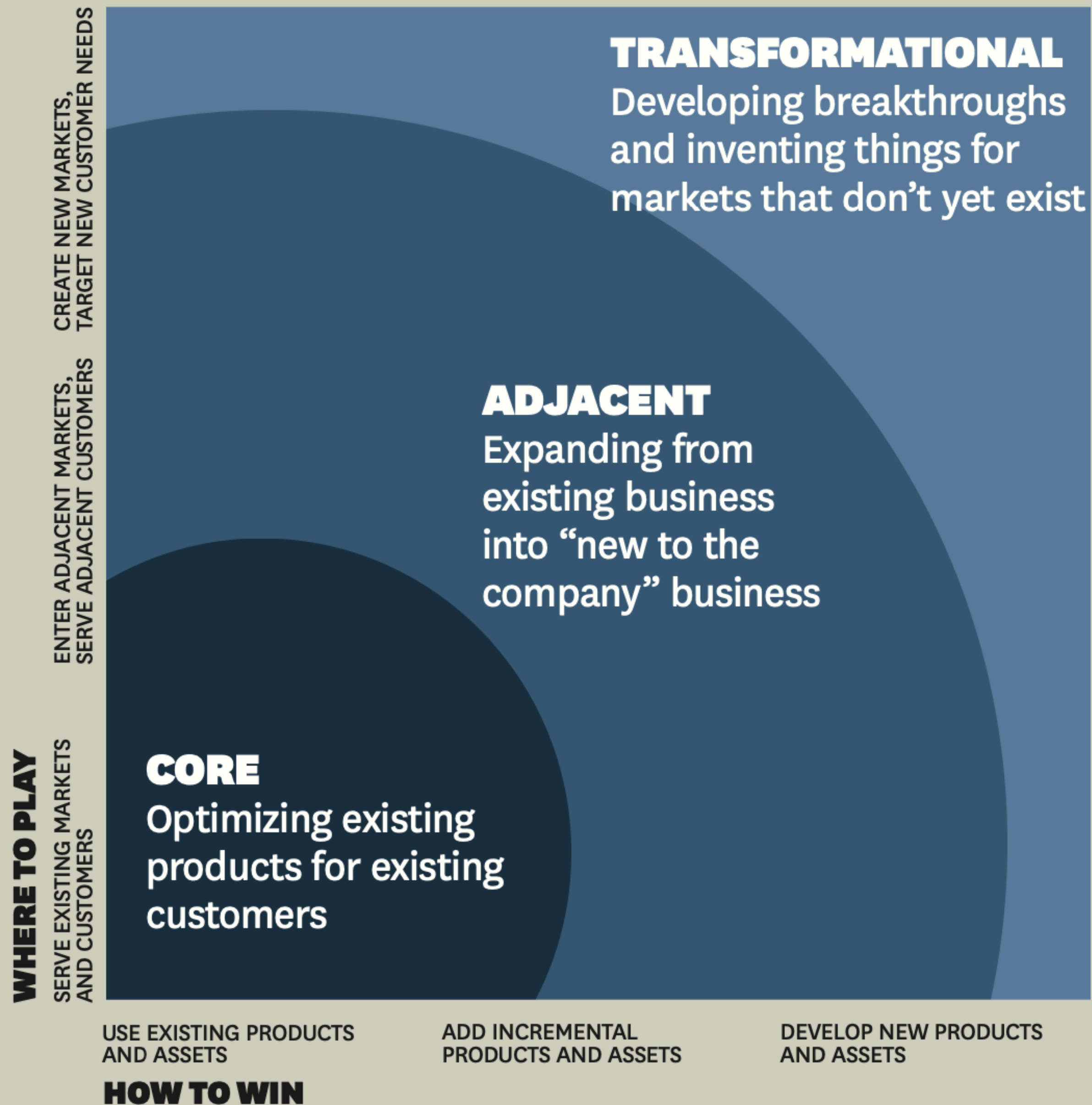
**Process**

**Product, Practice**

Platform in Practice

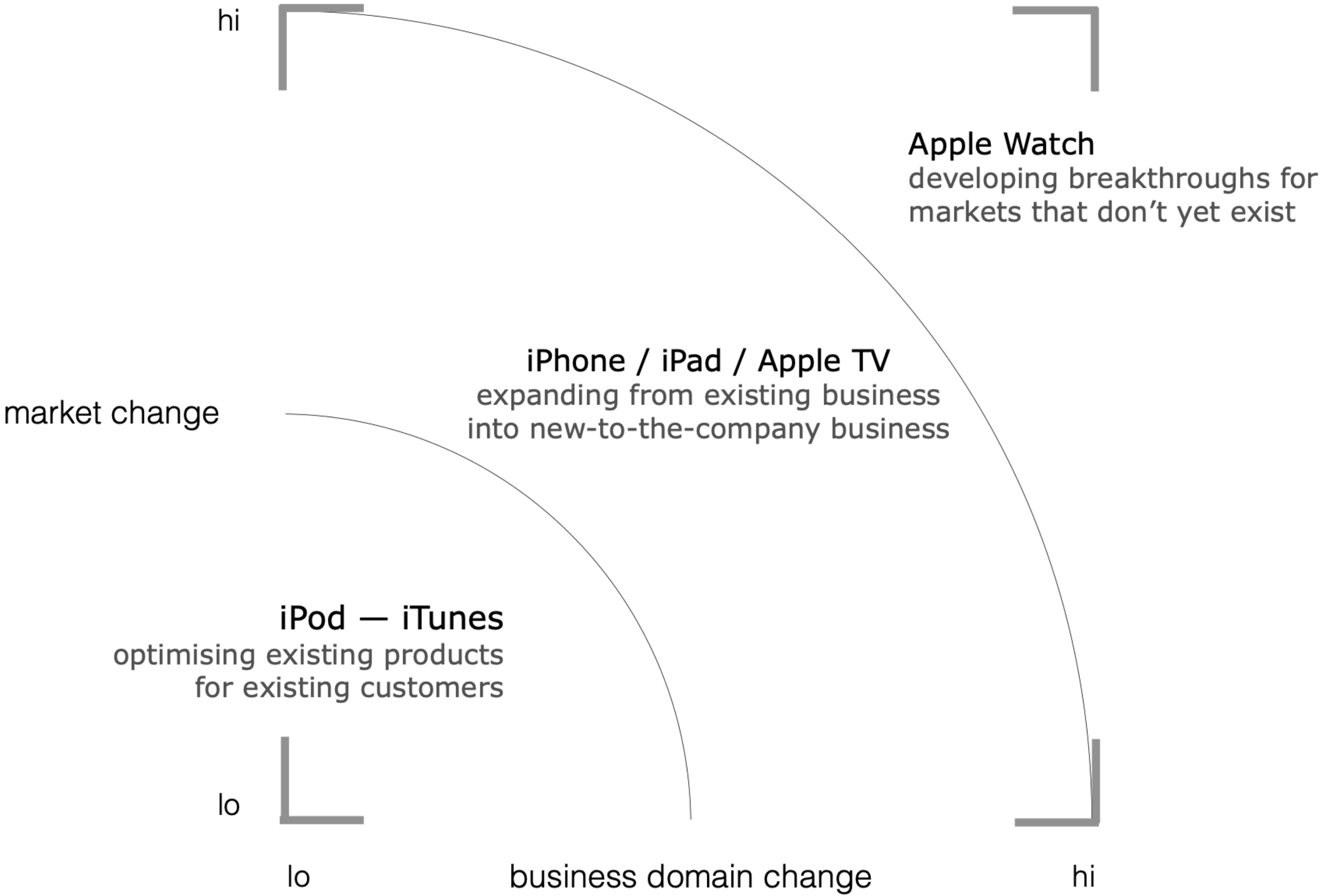
# THE INNOVATION AMBITION MATRIX

Firms that excel at total innovation management simultaneously invest at three levels of ambition, carefully managing the balance among them.

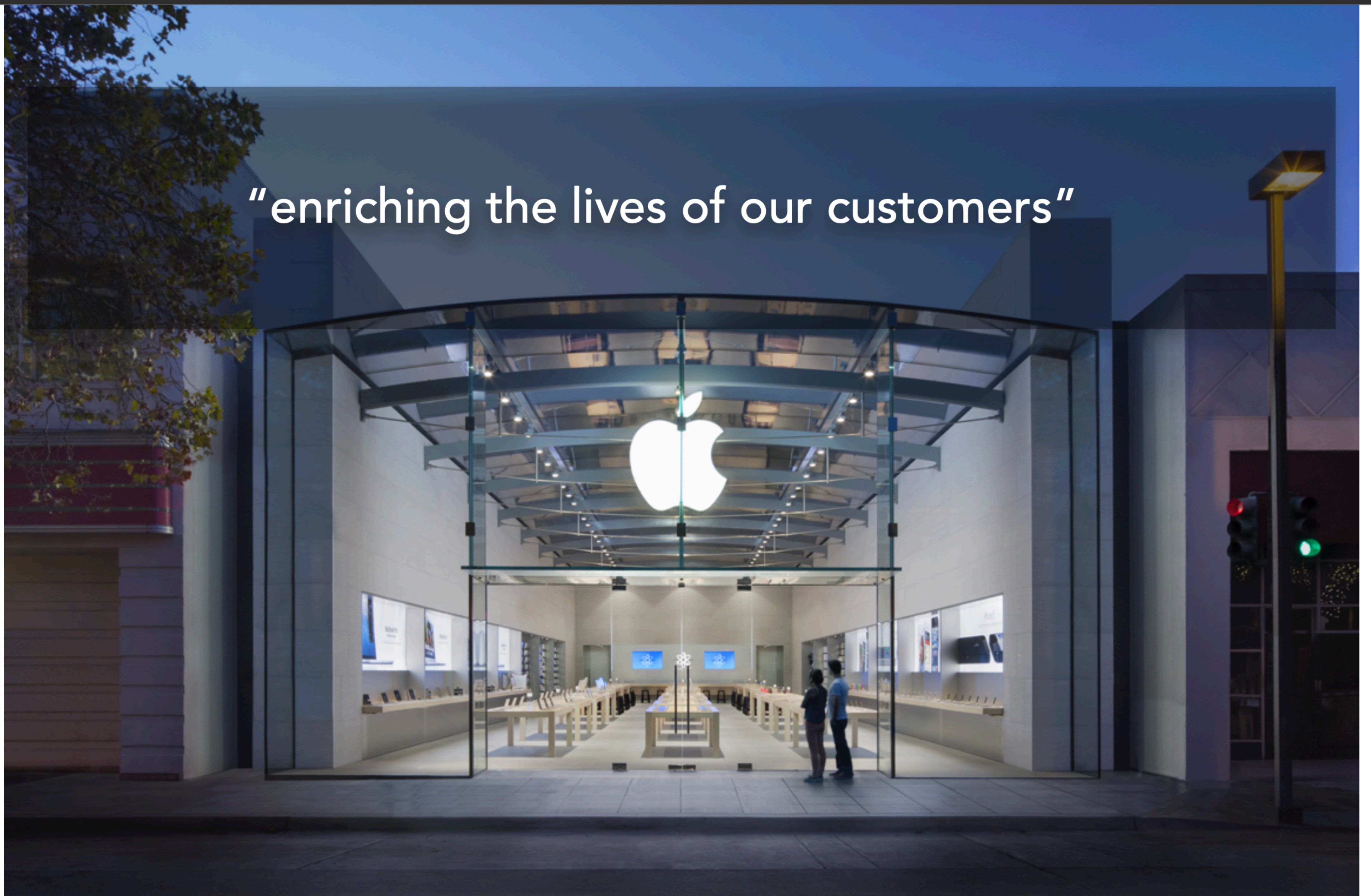




# innovation scope



“enriching the lives of our customers”



# Apple WATCH

You. At a glance.

[Learn more >](#) [Watch the keynote !\[\]\(c507f772dba2b921f86777f01218e570\_img.jpg\)](#)



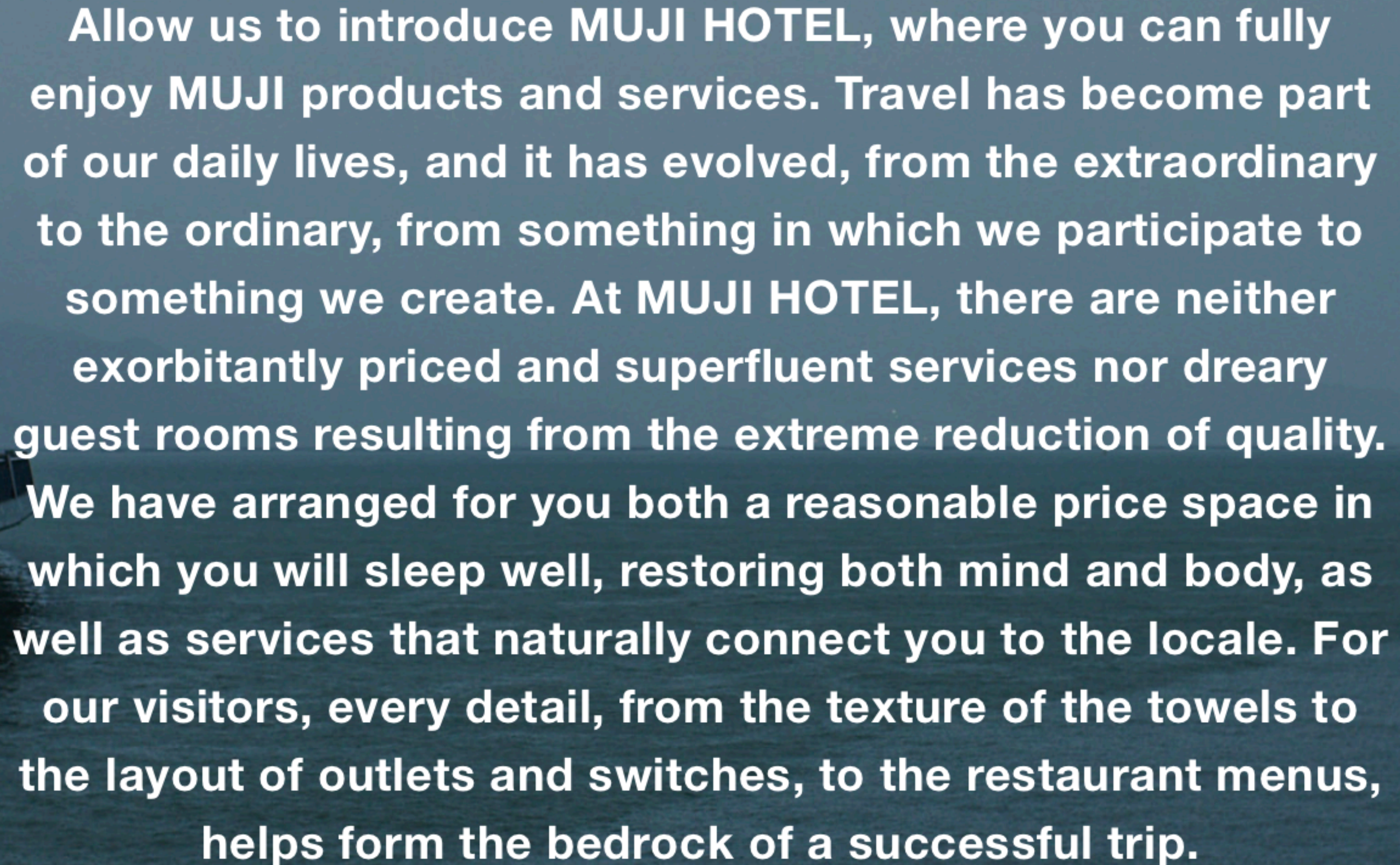
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“accelerating the world’s transition towards electric mobility” — clean tech

