

What if...?

. .the future is now

Why look for the future..

. .when its already happening

# The facts

In **Holland**:

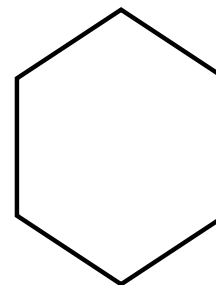
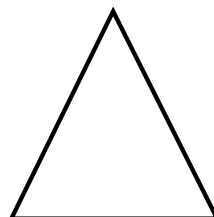
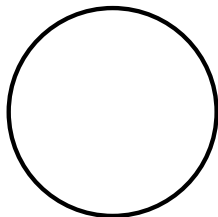
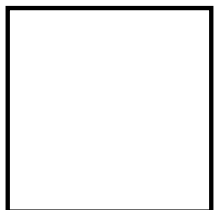
**250.000** people are illiterate

**1,5** million people are low-literate

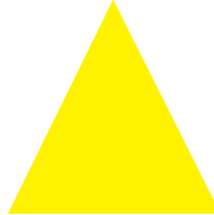
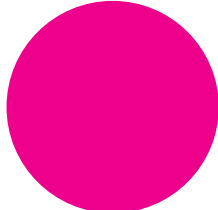
**73%** is native dutch

So . .

Solution.

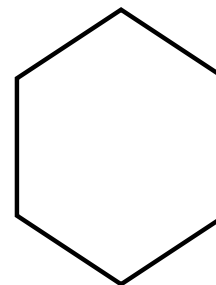
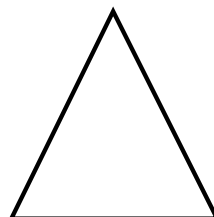
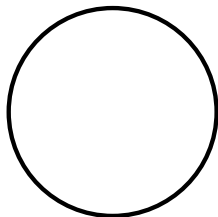
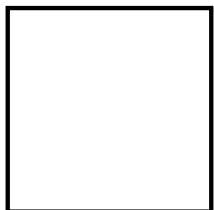




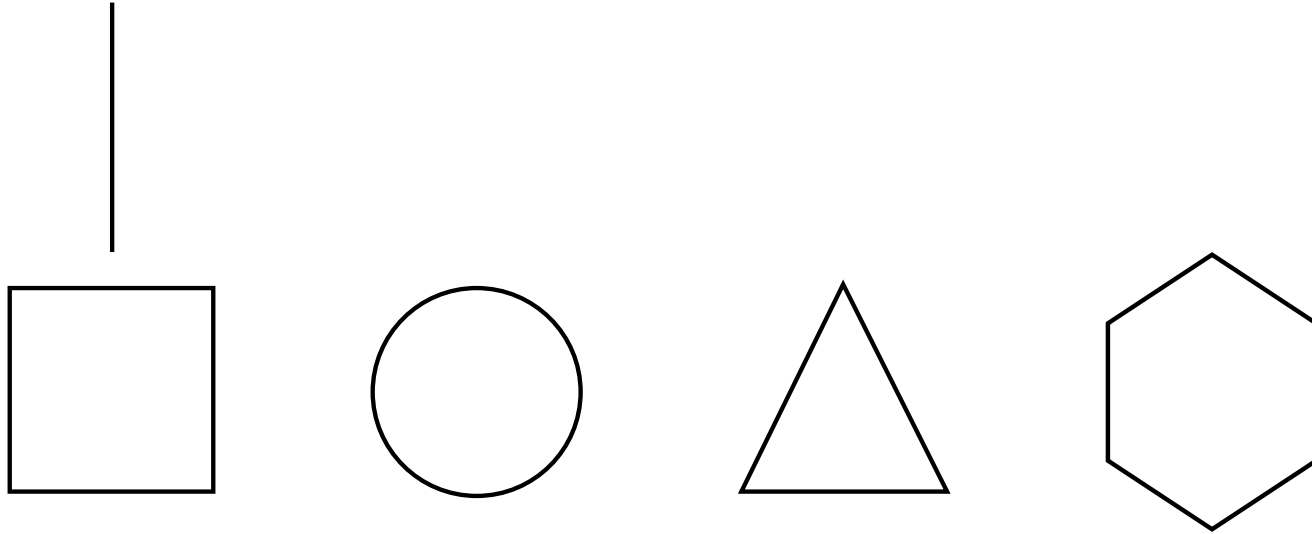




Rules . .

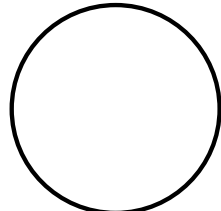
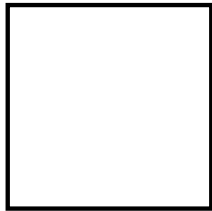


trustworthy,  
community

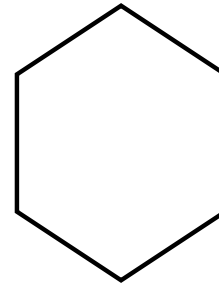
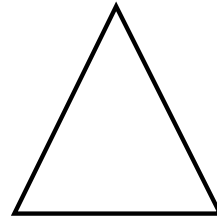




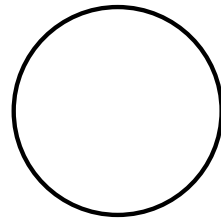
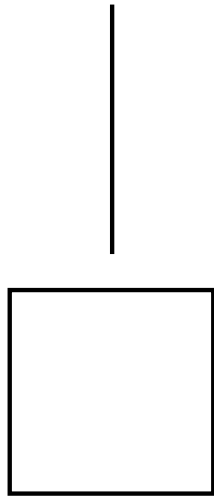
trustworthy,  
community



warmth,  
comforting



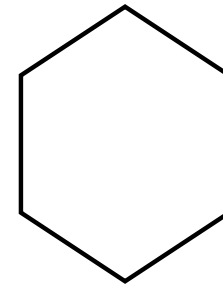
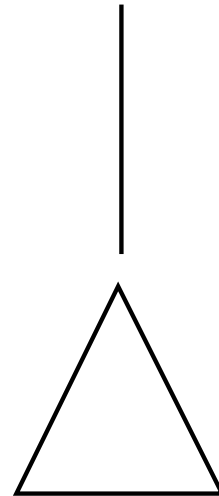
trustworthy,  
community



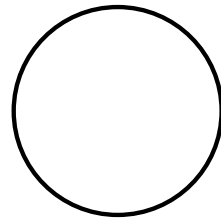
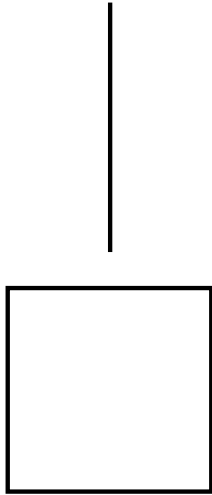
warmth,  
comforting



power,  
(un)stable

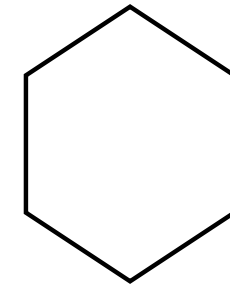
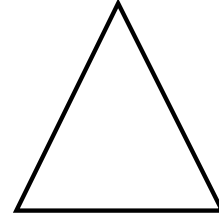


trustworthy,  
community



warmth,  
comforting

power,  
(un)stable

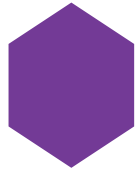


union,  
balance

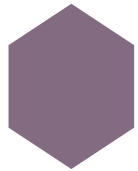




= trust,  
loyalty



= royalty,  
mystery



= intuition



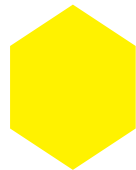
= confidence,  
courage



= love,  
beauty



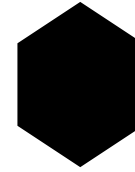
= vitality



= wisdom,  
happiness



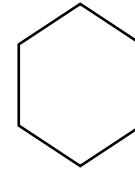
= life,  
fertility



= stability



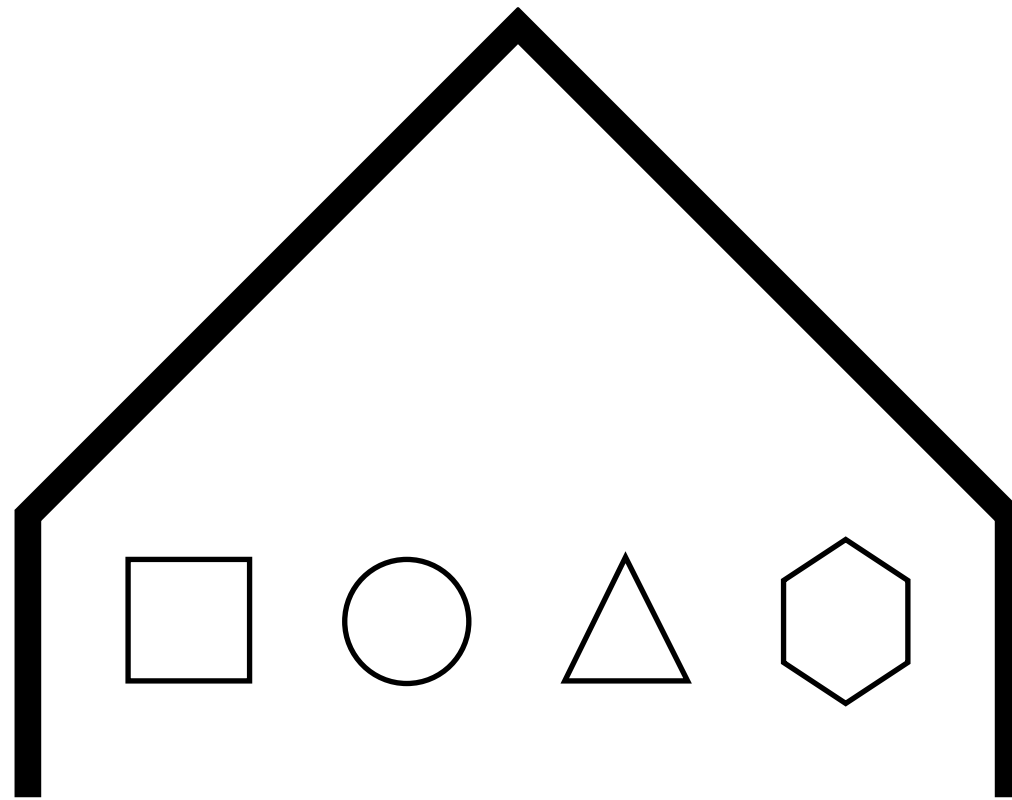
= solid,  
timeless



= purity,  
cleanliness



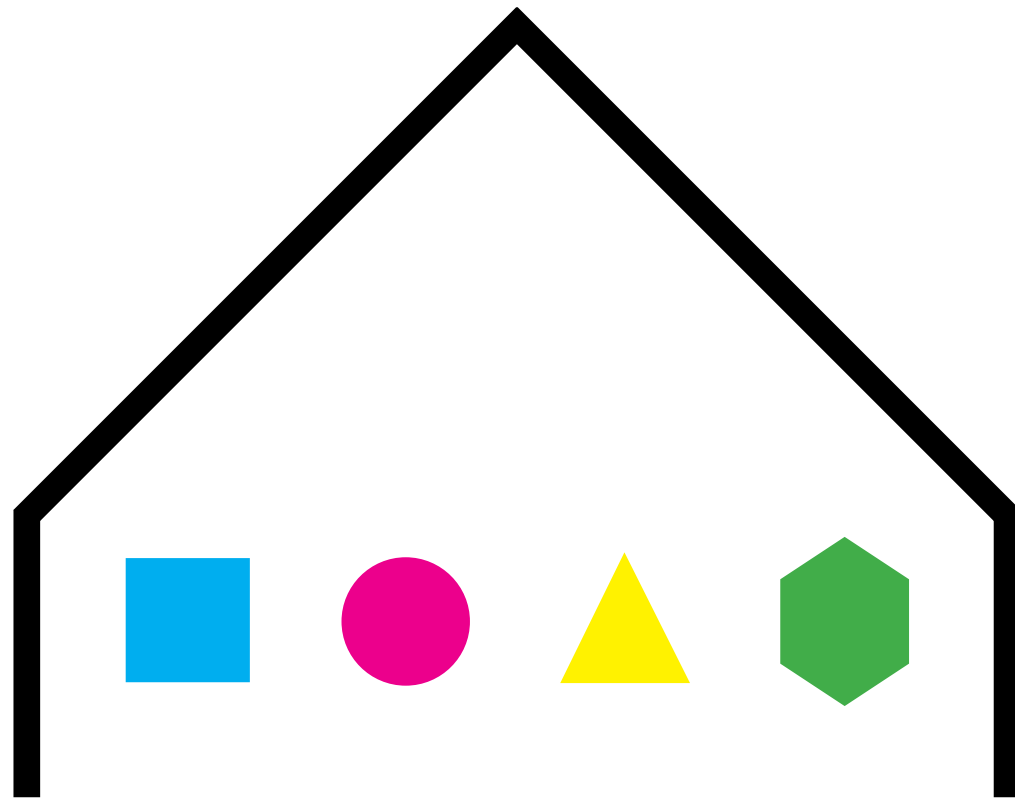
= order,  
convention



David

Anna





David

Anna

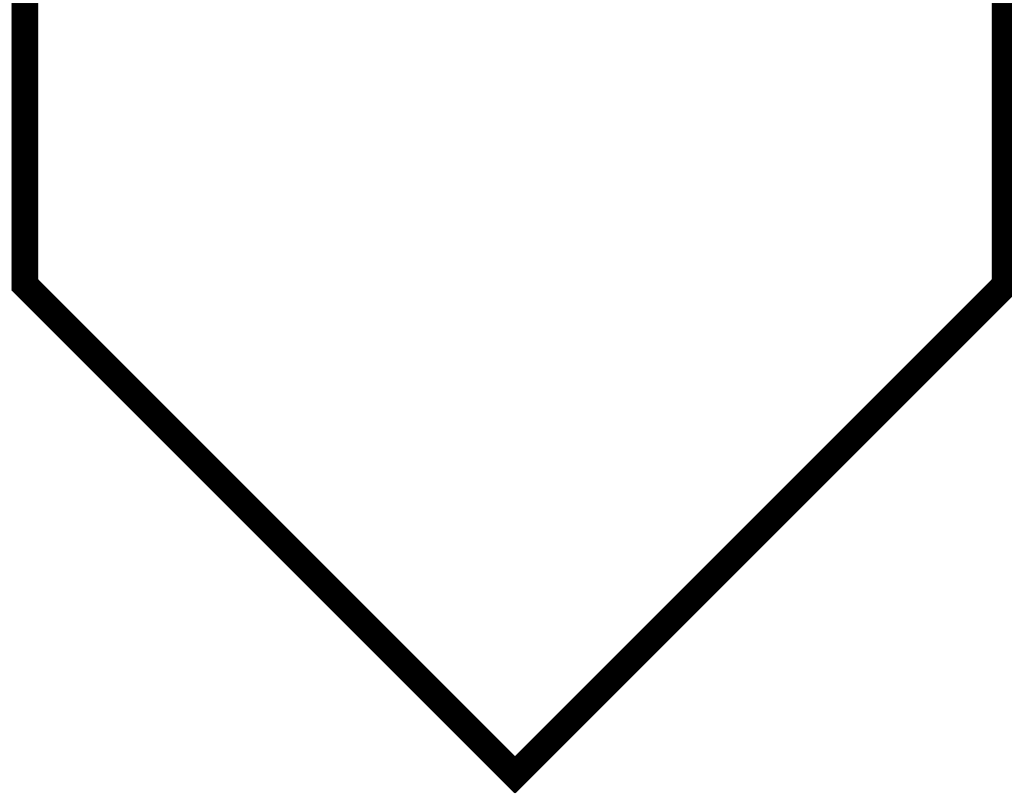


Wayfinding..



A whole new language..

.. a whole new world



Illiteracy,  
not a problem anymore.



Thank you.

Anna Sinnige  
David Vass