

X^{why} / Agency of
Understanding

How to tame creativity?

an honest guide to the moment of wonder

Work for geniuses

myth No. 1



the orange problem

Solution-oriented

a way of discovering, not reinventing

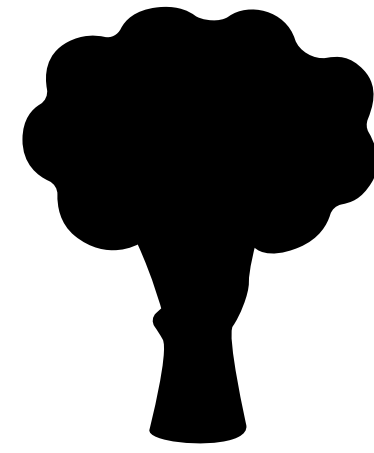


Work for everybody

how, not who

Needs designers

myth No. II



the vegetables problem

Context-grounded diversity in perspectives, not in expertise



Needs focus

context, not ideas

If right, complex

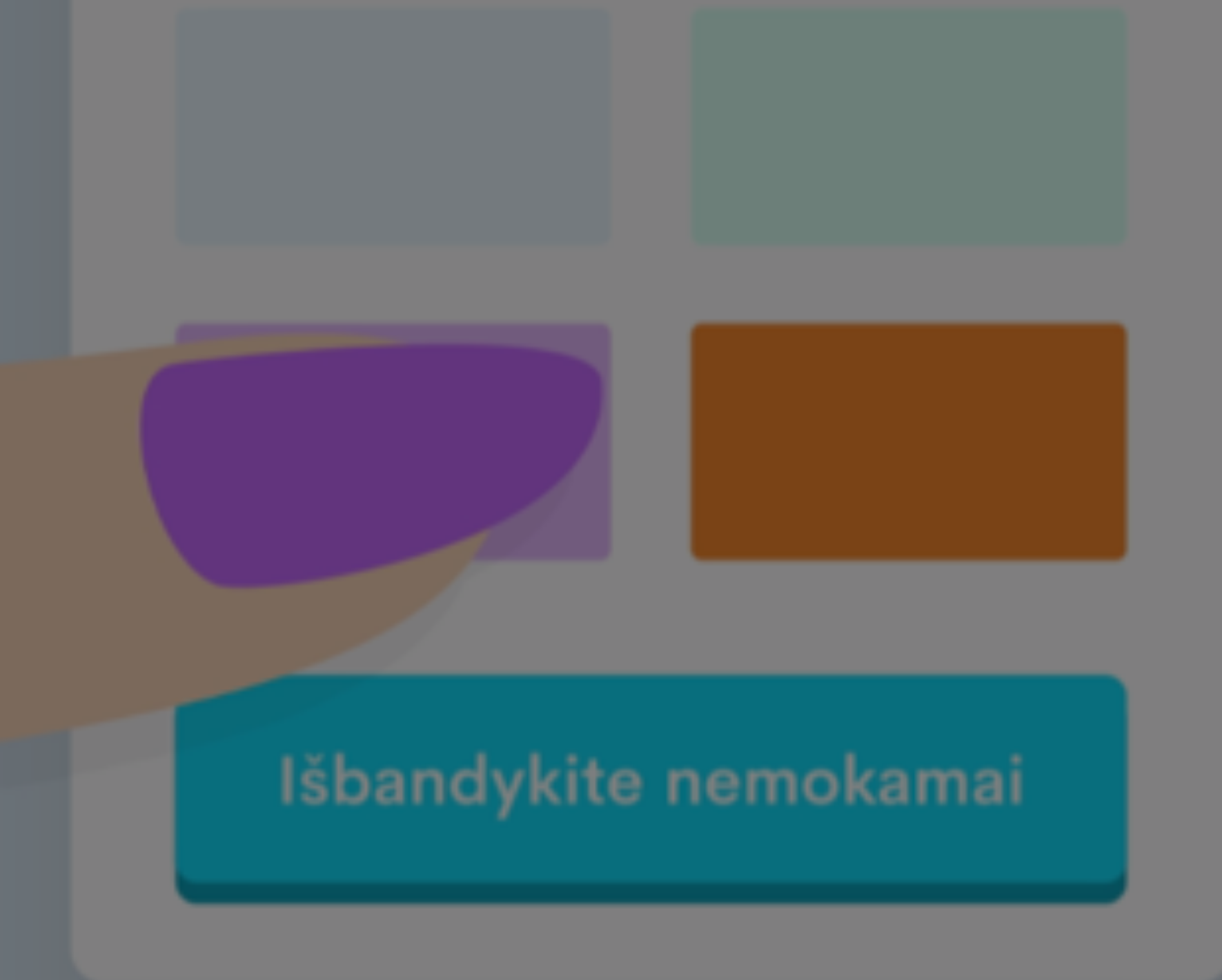
myth No. III



the tv problem

Complexity-reduced

the answer, not the business plan



If right, familiar

about our worlds, not fantasies

Everybody is focused on
familiar

solutions within the context are simple



Thank You

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