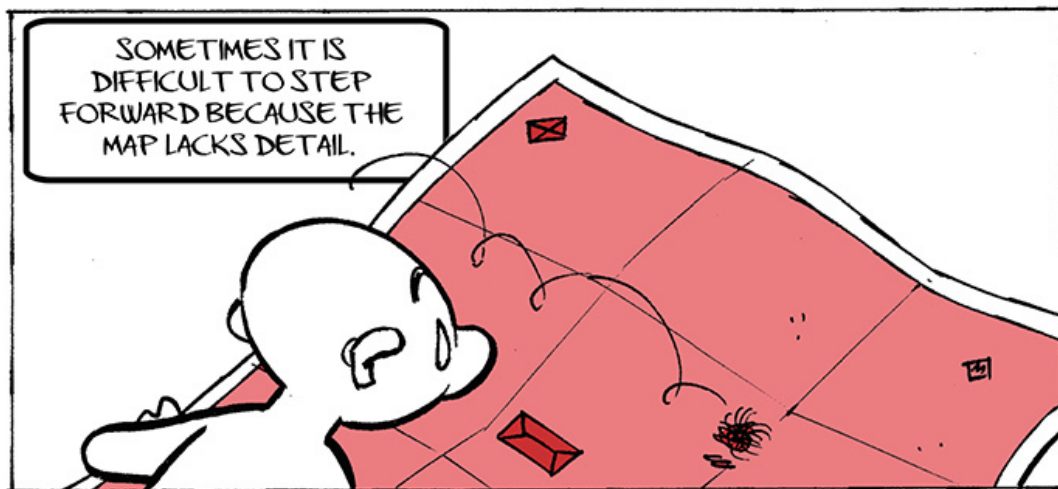
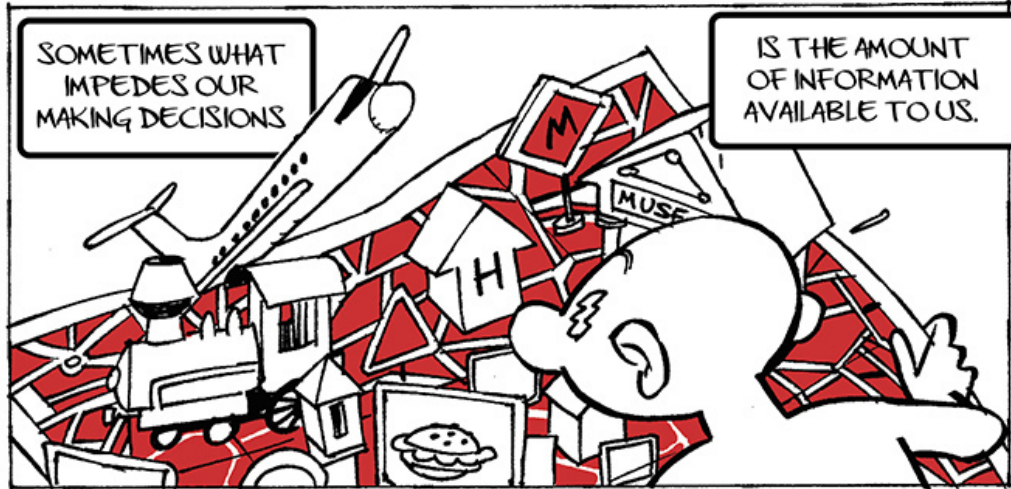


SOMETIMES IT IS
DIFFICULT TO STEP
FORWARD BECAUSE THE
MAP LACKS DETAIL.

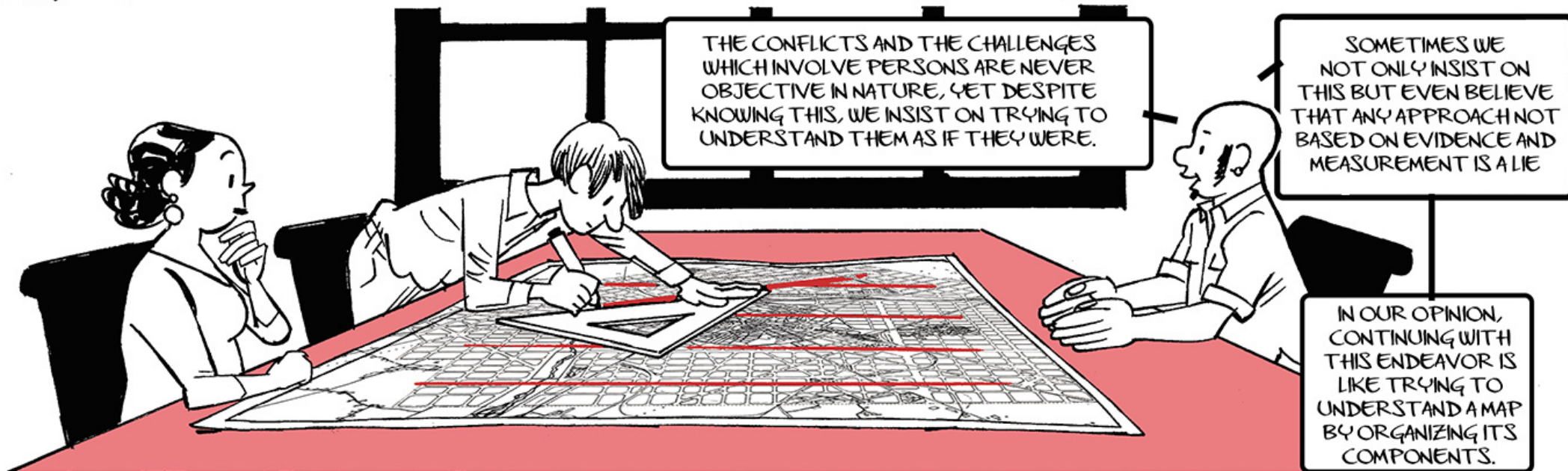


SOMETIMES WHAT
IMPEDES OUR
MAKING DECISIONS



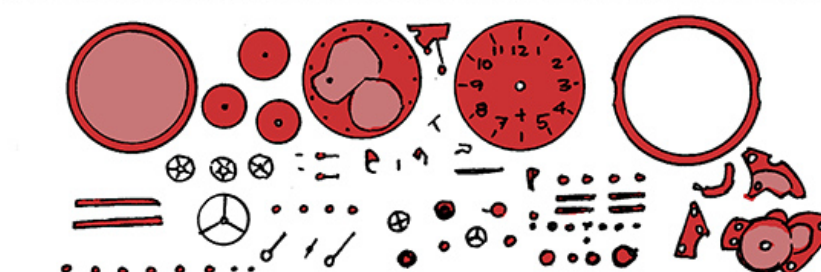
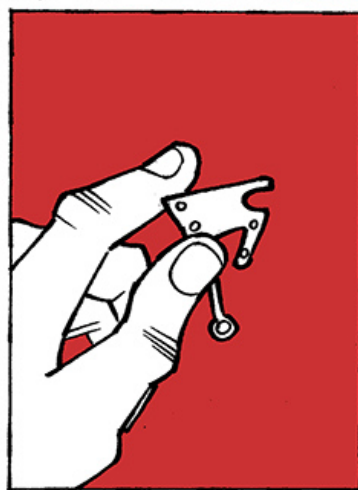
IS THE AMOUNT
OF INFORMATION
AVAILABLE TO US.

THE CONFLICTS AND THE CHALLENGES
WHICH INVOLVE PERSONS ARE NEVER
OBJECTIVE IN NATURE, YET DESPITE
KNOWING THIS, WE INSIST ON TRYING TO
UNDERSTAND THEM AS IF THEY WERE.

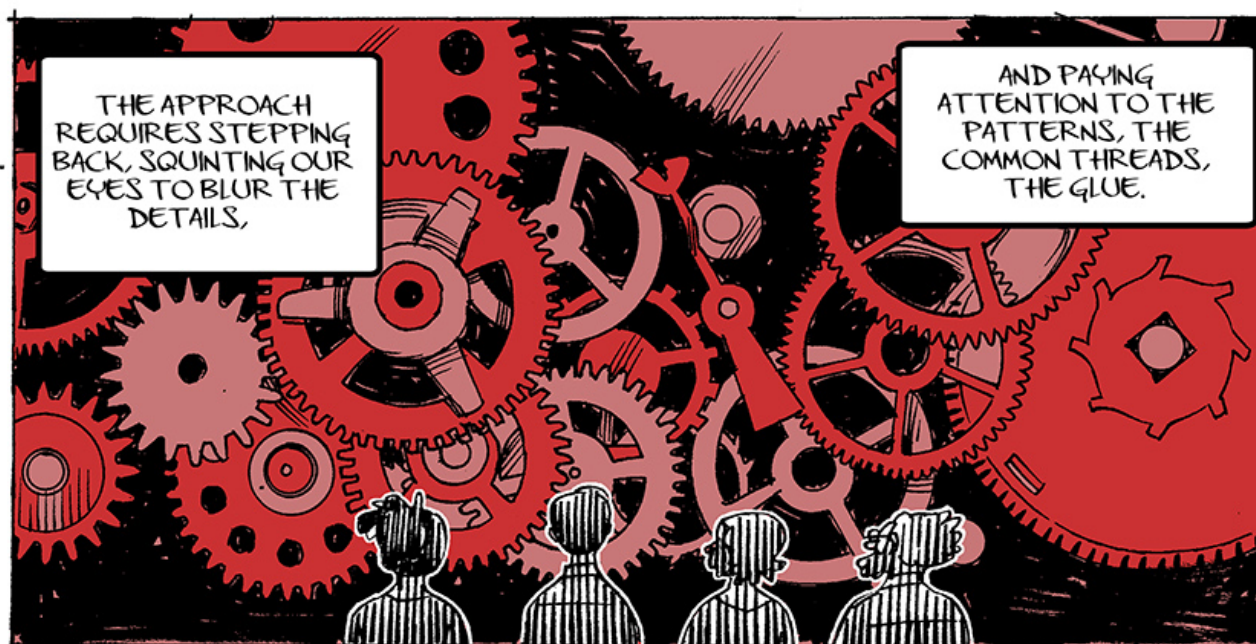


SOMETIMES WE
NOT ONLY INSIST ON
THIS BUT EVEN BELIEVE
THAT ANY APPROACH NOT
BASED ON EVIDENCE AND
MEASUREMENT IS A LIE

IN OUR OPINION,
CONTINUING WITH
THIS ENDEAVOR IS
LIKE TRYING TO
UNDERSTAND A MAP
BY ORGANIZING ITS
COMPONENTS.



THE MOST CLASSIC, RATIONAL, SCIENTIFIC APPROACH--BREAKING THE PROBLEM INTO PIECES DOES NOT BRING US CLOSER TO UNDERSTANDING SOCIAL, ORGANIZATIONAL, OR PERSONAL PHENOMENA.



BUILD LIGHT MODELS
BECAUSE WE NEED TO
SIMPLIFY TO UNDERSTAND
AND MOVE FORWARD.

AS WELL AS DYNAMIC
MODELS IN MOTION AND
UNDER CONSTRUCTION
WHICH HELP US PERCEIVE
RELATIONSHIPS, PATTERNS,
CAUSE AND EFFECT WITH
SUFFICIENT DETAIL TO AVOID
FALLING INTO THE TRAPS OF
SIMPLIFICATION.



Asier
Gallastegi
+
Alex
ORBe

THESE VIEWPOINTS INVITE
US TO ABANDON THE GARB OF
SCIENCE AND REASON TO SAIL
THE SEAS OF INTUITION.

WITH THE ONLY CERTAINTY
BEING APPROACHING REALITIES
UNDER PERMANENT
CONSTRUCTION, WHERE OUR
APPROACH ITSELF INSPIRES
THESE REALITIES TO TAKE ON
ONE FORM OR ANOTHER.

