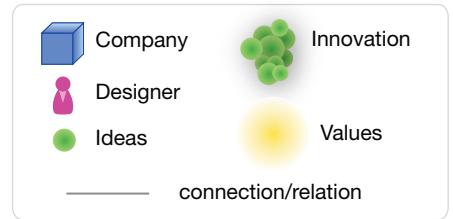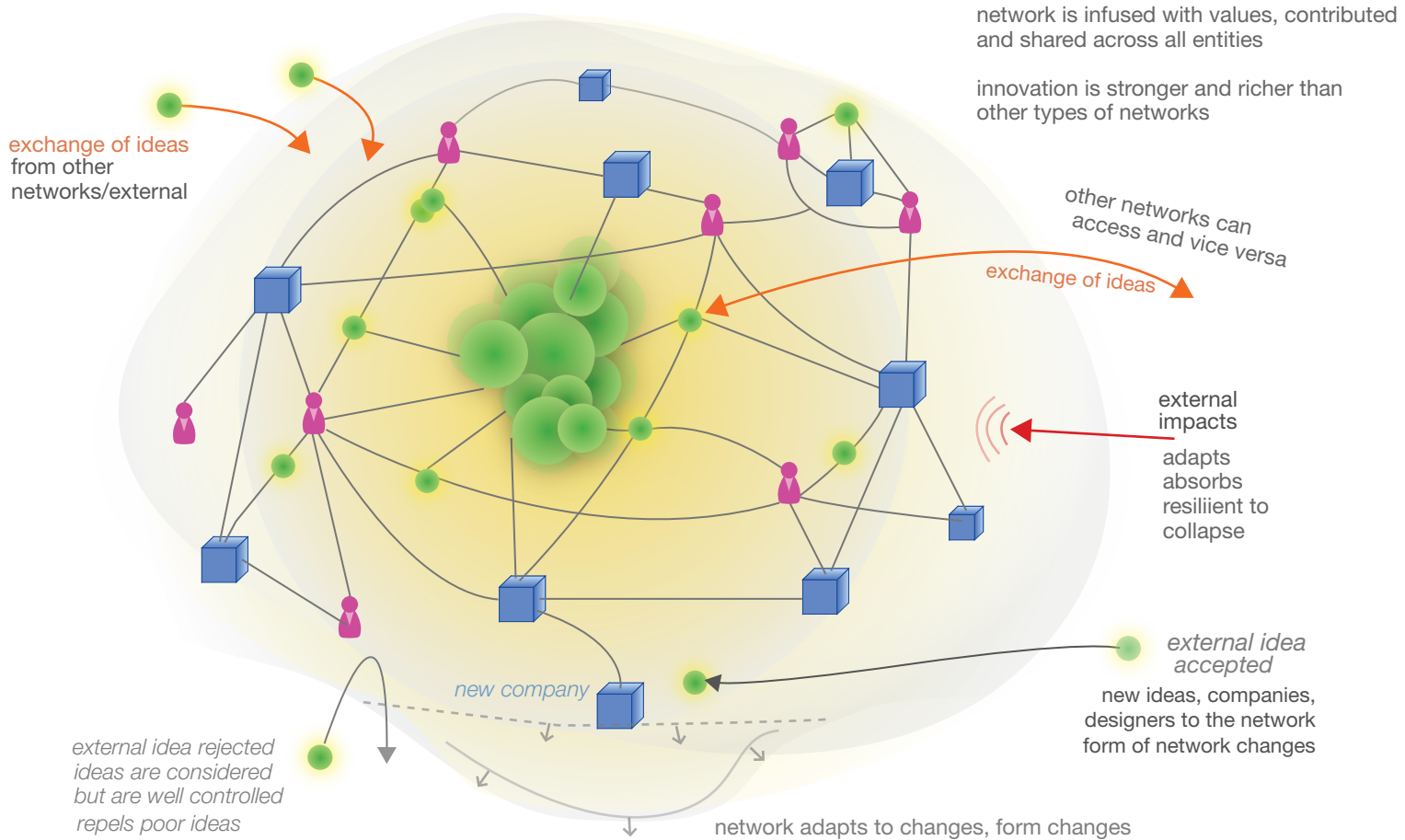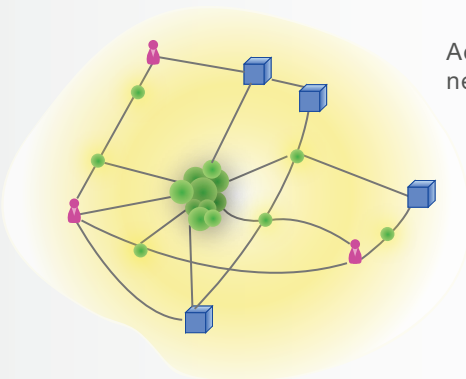# **Liquid**Network

- Built on foundation based on strong values
- Works in the context of a knowledge society
- Allows other networks to access its utilized ideas and assets
- Open to new, radical and similar ideas to existing ones in the network
  - promotes sharing ideas and encourages improvement and level of innovation
- Understands and incorporates traditions and values with ideas and innovations
- Flexible to change
  - Traditions & values may adapt to change (eg. politics, trends...)
- Past, present and future seen as a continuum with complex interrelationships - considered when creating ideas = richer and more meaningful innovations
- Reaches out to other networks for exchange of ideas, or to obtain fresh innovative ideas to bring back into the network.

□ Company   Innovation

Designer

Ideas   Values

connection/relation

(●) *ideas also emanate and are based on values*

network is infused with values, contributed and shared across all entities

innovation is stronger and richer than other types of networks

exchange of ideas from other networks/external

other networks can access and vice versa

exchange of ideas

external impacts

adapts absorbs resiliient to collapse

new company

external idea accepted

new ideas, companies, designers to the network form of network changes

external idea rejected ideas are considered but are well controlled repels poor ideas

network adapts to changes, form changes

Fluid enough to adapt to change and cohesive enough to hold itself together

keeps strong values even when changing

Adapts to change, impacts, new ideas/companies/designers

> > >

Over time, network may expand, change form, new innovations

Liquid Network
Reaching out for radical ideas

Liquid Networks occasionally take risks and scout out radical ideas in order to bring in completely different points of view and stay dynamic.

If the idea is successful, the network may shift and reposition itself to accommodate more of the idea.
If it is unsuccessful, the network may position itself further away from that idea or simply decide to look for other radical ideas.
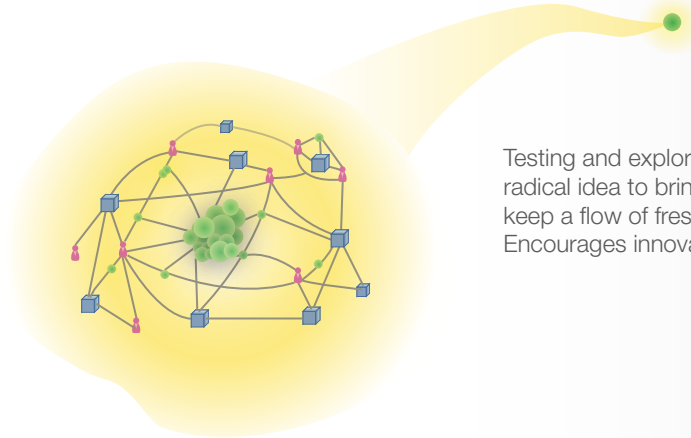
Testing and exploring a highly radical idea to bring in and keep a flow of fresh ideas. Encourages innovation.