



*Designing visual and spatial instruments for sense-making in complex situations.*

Lawrence Kwakye  
The Netherlands

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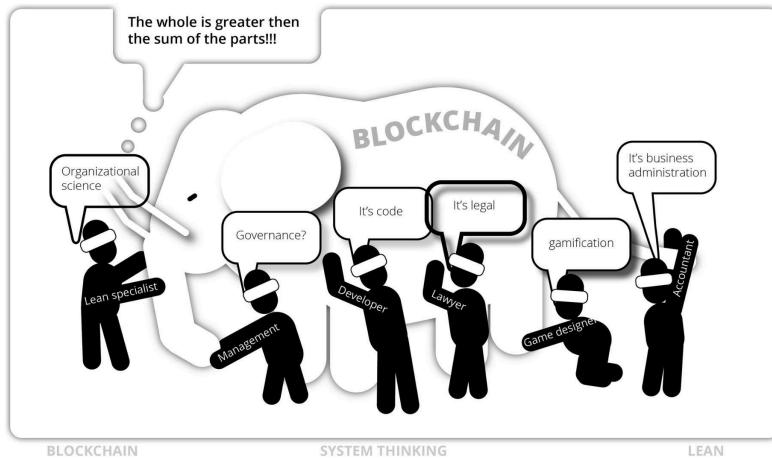
## 1. Positioning

ArtMotivator is an independent design practice rooted in a specific way of seeing, thinking, and working.

The practice operates in situations where complexity is not a problem to be solved, but a condition to be understood. Rather than starting from solutions, ArtMotivator focuses on **orientation**: helping people and organisations understand what is actually going on before deciding how to act.

Design is used here as a **situated sense-making practice**, positioned between systems thinking, organisational contexts, and human experience.

## STANDARDS



## 2. Design as orientation

Within ArtMotivator, design is not a styling activity or a delivery mechanism.

It is an **instrument for orientation**.

Design interventions are used to:

- make relationships and dependencies visible
- surface implicit assumptions and tensions
- translate abstract system dynamics into a readable form
- support shared understanding in uncertain contexts

The outcome is not optimisation or control, but **clarity of orientation** — a condition for more responsible action.

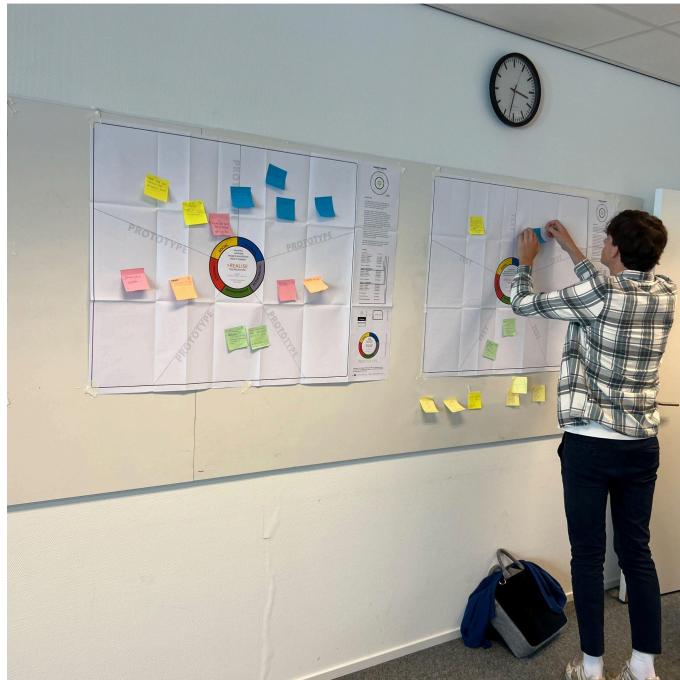
### 3. Domains of practice

ArtMotivator works across several interconnected domains:

- System and information design
- Organisational and governance mapping
- Visual system architectures
- Design for collective sense-making
- Educational and research-based design contexts

Each engagement is context-specific. There is no fixed method or universal framework.

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## 4. Selected practice contexts

### Education and systems thinking

Designing visual and dialogical instruments that help students and educators read complex societal and organisational systems.

### Organisational contexts

Design processes where meaning, values, and relationships precede form, structure, or optimisation.

### Blockchain for Lean (collaboration)

Design and visualisation of system mappings, canvases, and architectures developed within applied [organisational programs](#).

In several contexts, ArtMotivator operates both as a designer and as a research partner.

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## 5. Conceptual grounding

This practice is informed by relational and systemic thinking, including the [Me–We–World](#) framework.

Me–We–World provides a conceptual and ethical orientation.

ArtMotivator translates this orientation into a **designed form**.

ArtMotivator does not teach the Me–We–World Practice.

It designs from it.

## 6. Working together

Engagements typically begin with orientation rather than solutions.

Initial conversations are exploratory and reflective, focusing on:

- understanding the situation
- identifying tensions and blind spots
- assessing whether design intervention is appropriate

There is no predefined program or standard trajectory.

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## 7. About the designer

ArtMotivator is the design practice of **Lawrence Kwakye**.

I work as a designer operating between art, systems thinking, and organisational practice, focusing on meaning, orientation, and responsible intervention in complex contexts.



## 8. Contact

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ArtMotivator

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For international collaborations, research contexts, and invitations.

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*Orientation precedes action.*