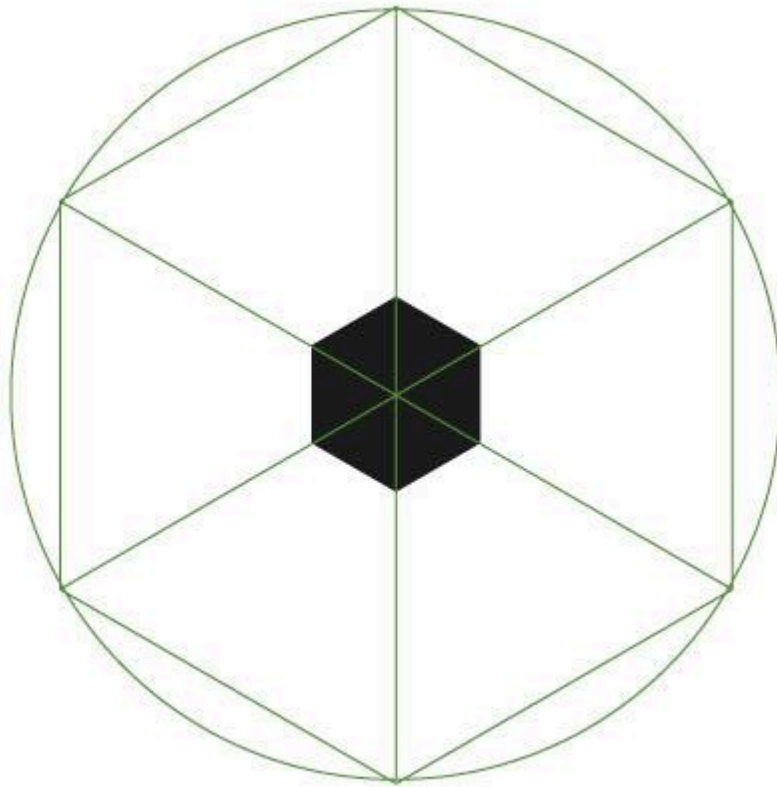


# **ArtMotivator**

*A design practice for orientation in complexity*



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

Lawrence Kwakye  
The Netherlands

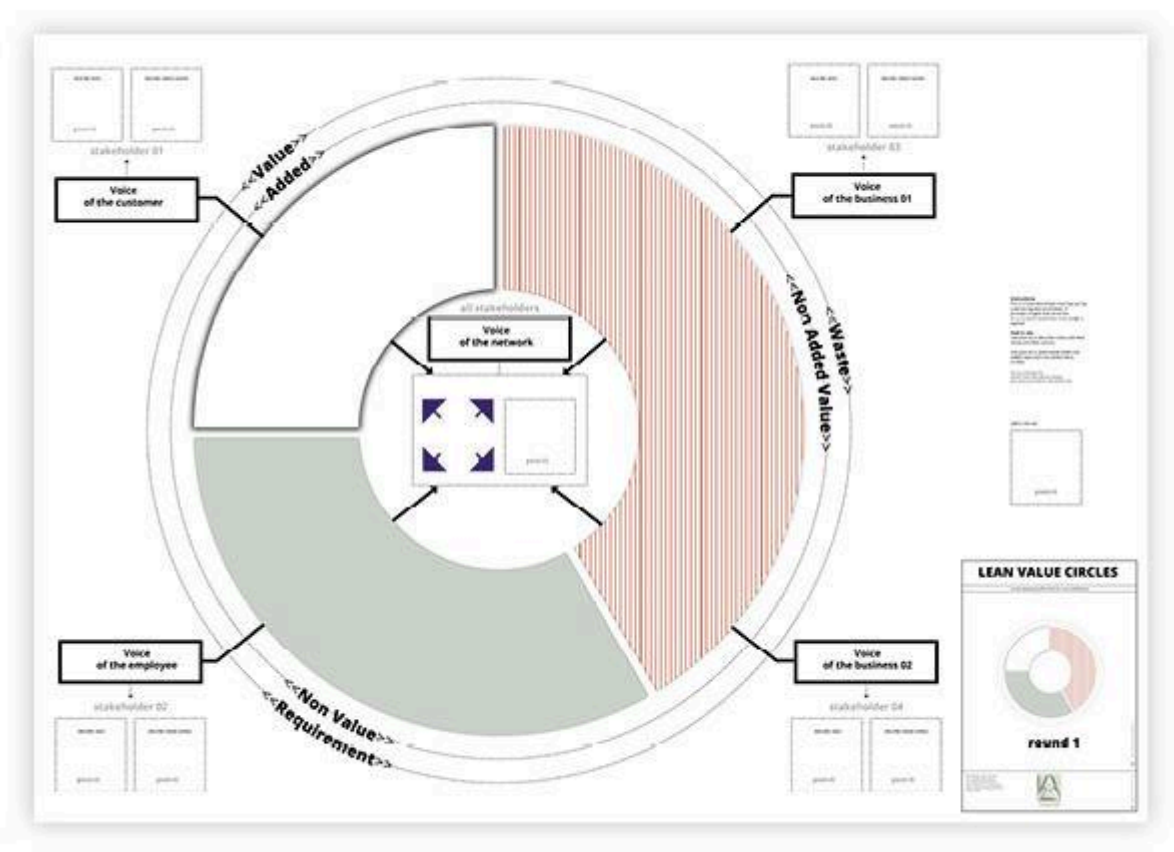
# 1. Positioning

ArtMotivator is an independent design practice working in situations where complexity precedes clarity.

Rather than starting from solutions, optimisation, or predefined frameworks, the practice begins with orientation: understanding what is actually happening before deciding how to intervene.

ArtMotivator operates in relational, organisational, and systemic contexts where ambiguity, tension, and multiple perspectives coexist. Design is used not as decoration or delivery, but as a way of structuring complexity into a readable form.

**Orientation precedes architecture.**



## 2. Design as orientation

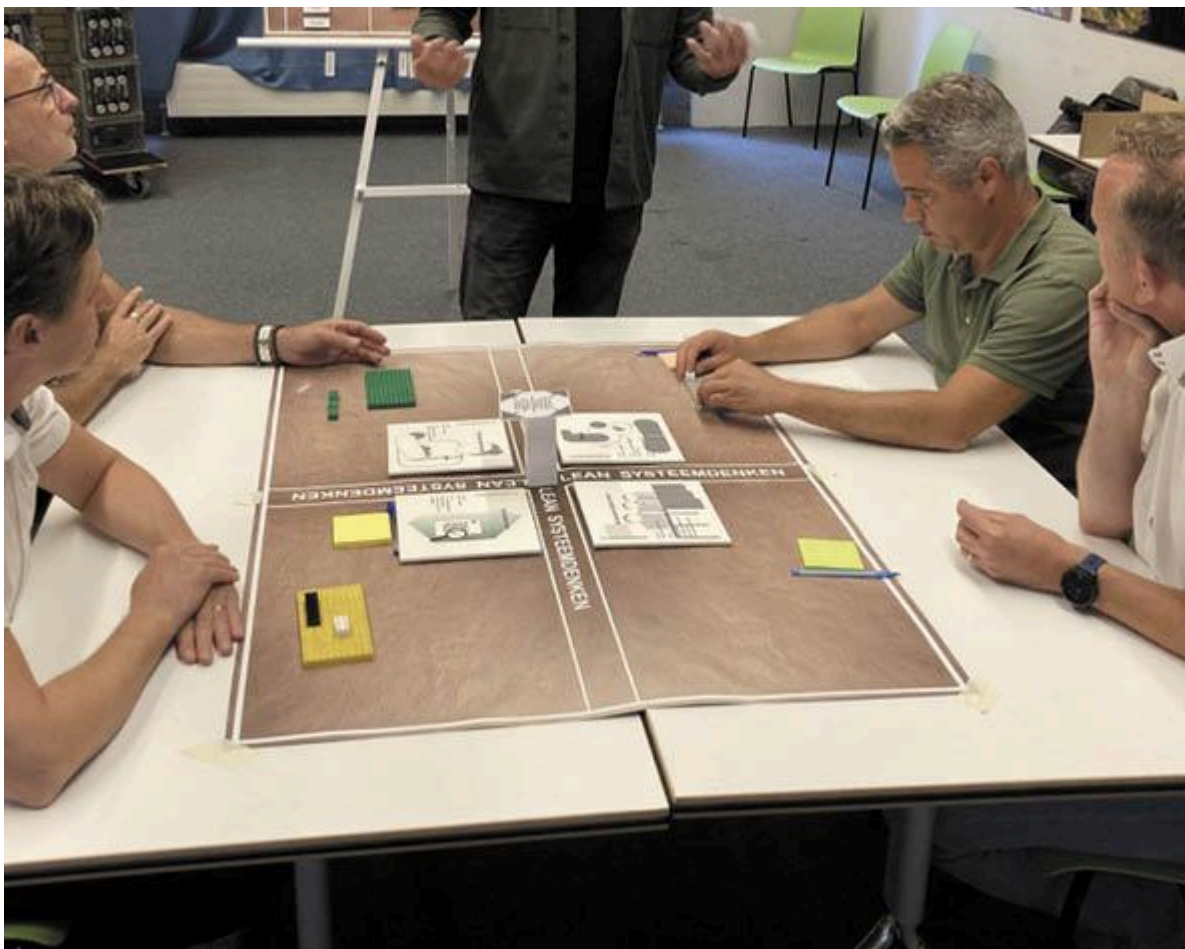
Within ArtMotivator, design is an instrument for collective orientation.

Interventions are developed to:

- make relationships and dependencies visible
- surface implicit assumptions and structural tensions
- translate abstract dynamics into spatial and visual form
- support shared understanding in uncertain contexts
- create conditions for responsible action

The aim is not control or simplification, but clarity.

Engagements begin with reading the situation as a whole — relationally, structurally, and contextually — before proposing direction.



### 3. Orientation first, instruments second

ArtMotivator does not begin with tools. Each engagement starts with exploring the specific complexity of a situation. Only when necessary are concrete instruments developed.

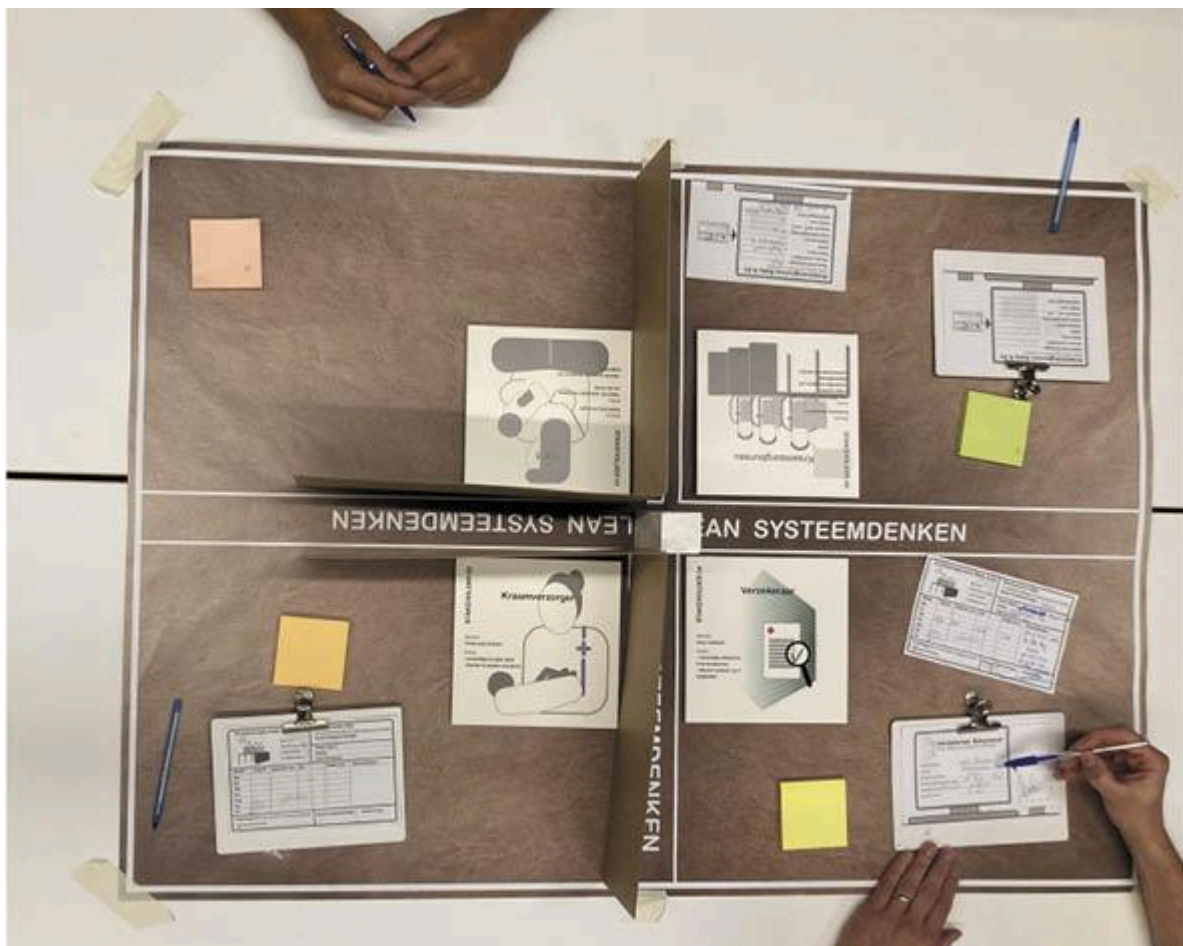
These may include:

- visual mappings and system representations
- dialogical and spatial work formats
- architectural overviews of organisational structures
- simulation-based models that make systemic behaviour experientially accessible

Not every process results in a formalised instrument.

Sometimes clarity itself is the outcome.

When instruments are created, they emerge from context — they are not pre-packaged solutions.



## 4. Domains of practice

ArtMotivator works across interconnected domains:



- Organisational orientation and relational design
- Visual and spatial system representation
- Governance and value mapping
- Design for collective sense-making
- Educational and research-based contexts

The practice operates particularly in complex organisational and socio-technical environments, while remaining grounded in relational dynamics.

There is no fixed method or universal template. Each intervention is context-specific.



## 5. Selected practice contexts

## **Education & Systems Thinking**

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

## **Organisational Contexts**

Design processes where meaning, relationships, and value definitions are clarified before structure and optimisation are addressed.

## **Blockchain for Lean (collaboration)**

Design and visualisation of system mappings, canvases, and architectural representations developed within applied organisational programs.

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

## **6. Conceptual grounding**

The practice is informed by relational and systemic thinking, including the Me–We–World framework.

Me–We–World provides a conceptual orientation — a way of reading complexity across individual, relational, and systemic dimensions.

ArtMotivator translates such orientations into designed form.

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

It designs from it.

## 7. Working together

Engagements typically begin with conversation and exploration.

Initial meetings focus on:

- understanding the situation in its full relational context
- identifying tensions and blind spots
- assessing whether a design intervention is appropriate

There is no predefined trajectory.

Each collaboration evolves from the complexity of the situation itself.

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## 8. About the designer

ArtMotivator is the design practice of Lawrence Kwakye.

I work between art, systems thinking, and organisational practice, focusing on relational orientation in complex situations.

My work integrates spatial thinking, visual abstraction, and systemic awareness into concrete design interventions that support collective clarity.

## 9. Contact

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For international collaborations, research contexts, and design partnerships.

**Orientation precedes architecture.**