

Geoff Buchan  
artist / designer  
vision builder



*"Emu and Eggs". Rock art to Digital*

**"where there is no vision the people perish."** Proverbs

**Vision:** to restore a pervasive role for artists in society

**Mission:** to build a cross-disciplinary creative platform  
using the 4 Mechanisms for Integrated Planning  
to generate creative solutions to problems in an  
innovative, participative and less adversarial way.

## Executive Summary



in simply dealing with complexity  
*the pathway and gateway*  
*can be one and the same*

Geoff Buchan is integrative artist/designer visionbuilder.

As a consultant,

he helps business, government, and communities  
become more effective through  
creative visualization.

Visionbuilding maximizes positive human energy  
through building creative visioning options  
in order to harness the potency of cooperation  
in an increasingly competitive world, where  
a renewed sense of optimism and trust is vital.

Thirty years of painterly problem solving in visual arts, corporate image  
and community capacity building led to a 'complexity-dealing' process  
called *the Eastbend 4 Mechanisms for Integrated Planning (FormX)*.

This comprehensive pattern-receiving structure combines all modes of  
communication (our common senses) with an attractive and universal  
visual language. Clients benefit by supplementing the word and number  
expertise in strategic planning and action research with his unique forte –  
"painterly diagramming".

Simply a scaffolding for seeing, **FormX** is a vision building structure  
which inspires clients and participants to think outside the square and  
empowers a re-shaping of knowledge, leading to systemic action.

Through picturing the possible, Geoff opens problem solving to new  
dimensions with enhanced creativity, innovation and participation.

He is a visually talented interactivist.

# THE BUSINESS CONCEPT

## *The Creative Business Platform*

### An Art/Design Vision Building Business

A business proposal by a Visual Artist, Corporate Image Maker and Social Entrepreneur focused upon on developing prosperity and profile elevation via the ***Creative Business Platform***.

#### - ***Creative Business Platform***

an integrated art and design service that supports vision building on all levels.

The platform draws upon:

- previous business activity in integrative corporate design
- prior networking and knowledge of the business locality
- advances in new imaging and networking technologies

Building the -***Creative Platform*** using an interactive 3 Spiral Approach to sustainability is primary. The first stage will produce a design service, a themed art print series (e.g. *Source to the Sea* and *Creative Medicine Universal Symbols*), painting commissions, and participative portraits. A catalogue of these products and services will be marketed on the WEB and promoted through local press and a series of small exhibitions.

#### - ***Source to the Sea***

is a combined painting/filming project in co-production with Medusa Media, providing images for the artworks on sale via the business platform. This creative resource will be arranged in multi media portfolios that in turn can help promote the business platform.

In the second stage both the Business Platform and the Source to the Sea project will support the vision building aspect. The first visionbuilding project is called the,

#### - ***Sydney's Kakadu – Hawkesbury Vision Initiative***.

it proposes development of an ethical business network in north-west Sydney, modeled on the successful Eden visitation project in the UK. *Sydney's Kakadu* will become a living heritage museum visitation tapestry and a major creative employment venture. It can offer global solutions to local rural fringe problems and become a place for learning about aboriginal culture, colonial history, flora, fauna and geology. It will be an enterprise for learning to deal with global warming issues in less adversarial ways.

Using the 3 Spiral "FormX" methodology the artist becomes a facilitator on a creative platform who can maximize new and established relationships, initiatives and commitments in developing the necessary strategic alliances.

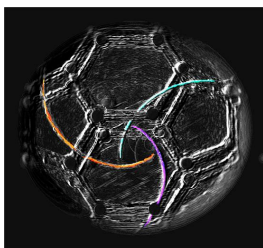
An initial step will be to activate the Old Great Northern Road (OGNR) Art/Info Signage Odyssey as recommended in the OGNR Cultural Mapping Report.

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<b>"the"</b>	<b>Products / Services</b>	<b>Range</b>
<b>" the"</b>	<b>creative platform</b>	<b>for exchange</b>

## *“ the” potential*

Product / Service	Description
<b>art work for SALE</b>	original paintings, drawings and sketches prints on paper, cards and fabric touring exhibitions Art DVD's
<b>integrative design</b>	Graphic Design e.g. logos Corporate Image Corporate Interiors Conference Enhancement, Innovation and Presentation
<b>participative portraits</b>	<b>Commission</b> work for corporate, public and private clients incorporating painting and video documentation in collaboration with ----- <b>Trudi Latour</b> -----( <b>Medusa Media</b> )
<b>VISION-BUILDING</b> <b>‘artist’ or</b> <b>‘visionbuilder’ in residence</b> <b>workshops and consultancy</b>	<b>Learning to Change through</b> <b>comprehensiveness in education</b> with visual diagramming systems for Training, Schools, University, TAFE, L Govt. <b>Project oriented</b> art-based workshops, lectures, programs  Visually structured problem-solving workshops for <b>innovative improvement solutions</b> <b>supplementing words &amp; numbers</b>  <b>USING</b> - integrative <b>COMMUNITY AND CORPORATE CULTURAL MAPPING METHODS</b> <b>with a 3 Spiral Approach</b> - sets of trigger paintings, with a symbolic language for dealing with complexity and change - flexible multi-arts activities with visuals and/ or improvised performance and video documentation. <b>depending on needs and wishes.</b>



## CURRENT STATE OF THE INDUSTRY

Artists fit into many market segments. Digital technology opens new cross-media domains.

In moving from the specific to the pervasive, artists are often able to visualize societal trends and make sense of complex patterns.

Named after the author, the 50year Kondratiev cycles sketched below follow economic patterns through peaks and troughs in the management of change



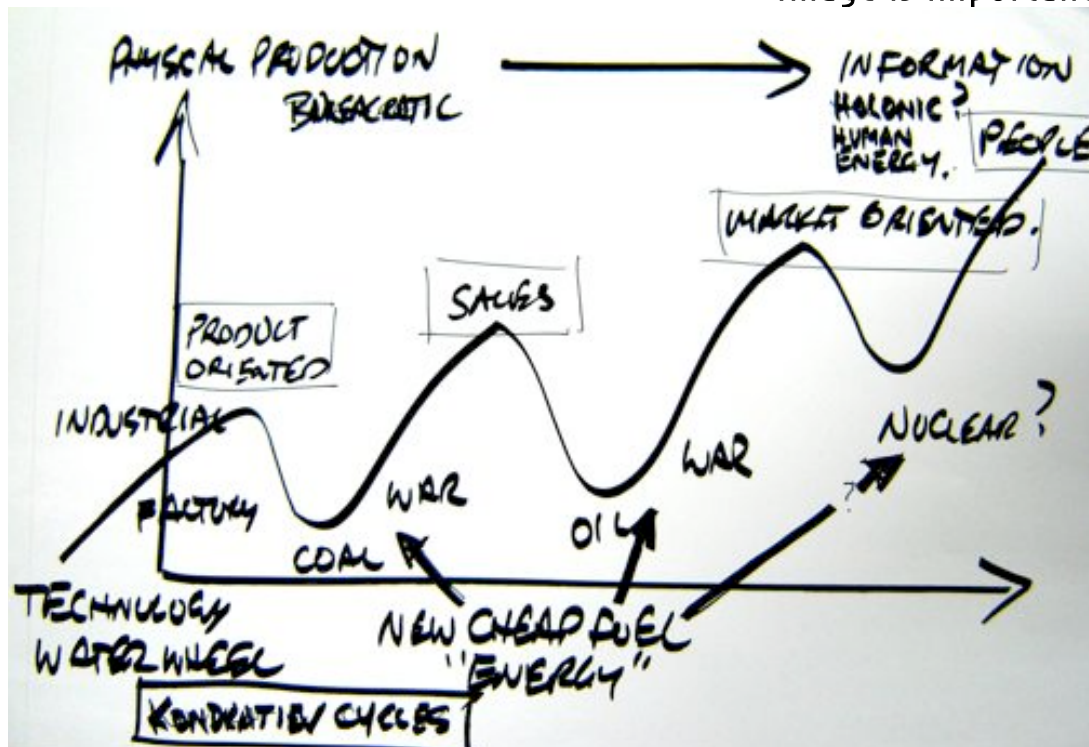
from the physical production of industrialization to the paradigm shift needs of the digital information era. Cyclic recessions turned upwards with a new technology, new energy fuel, and then a war to motivate the economy.

It is projected that the information age will be differently fuelled by the shift away from the hierarchical, segmented and the competitive, towards harnessing the human energy of cooperation and improved participation.

To achieve this, corporate survival may require vision building and an open holonic management structure to release creativity and innovation in a rapidly changing digital world.

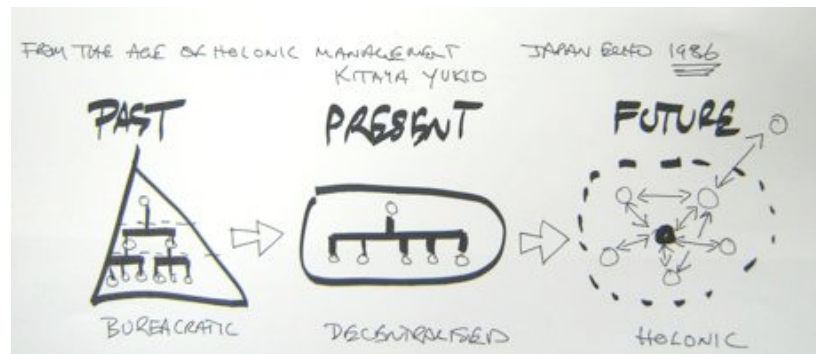
Creativity is in demand.

Image is important.



## Trend Factors

This diagram from the 1986 article by Kitaya Yukio reflects the corporate trend in a shift from the hierarchical to the holonic management structure and sets the scene for the application of the *FormX* which harnesses cooperation.



### **Trends:**

The dominant trend however, is paradoxical in that an expressed need in business is for improved visionary strategic alliances to inspire growth Which is a shift to a more cooperative a win/win (ternary logic), when the dominant skill is in competition (binary).

The personal and corporate survival aspiration seems to be polarized around competition.

It affects disconnection, even tending towards the extreme or the primary binary, which is war.



*Open Systems (acrylic on canvas 1300 x 1800)*

## Change is immutable

Active communication can generate options and ease the trauma of inevitable transition in a non-adversarial way. This is an often unclaimed pervasive role for artists in modern society.

### This painting is a story without words.

It shows a pattern of 3 ▲'s changing from a closed to an open arrangement.

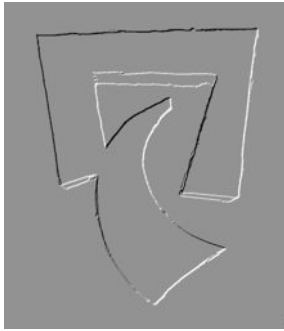
Imagine dealing with change in societal terms.

These 3 ▲'s can picture an interaction between - innovation, creativity and participation.

Their transition symbolizes an involving, eclipsing, and evolving shift away from a segmented, either/or hierarchical ▲ emphasis.

This is a visual framework for the corporate cultural mapping and community cultural processes that are used within Creative Medicine as a non-adversarial approach to problem solving. These multi-'art'form processes become generative cross-disciplinary public engagement tools.

As a form of '*creative medicine*' this plan aims to bring the painting output, and the act of painting, into the knowledge rich environment of corporate change agents, along with an open, less-adversarial structure for enabling a healthier more wholesome approach to problem solving in complex times.



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Some consider this work pioneering.

When summing up the 1994 STRATEGIC PLANNING DAY WORKSHOP at Sydney Town Hall, "Local Government, Arts and Cultural Development in NSW for the 90s and Beyond", keynote speaker Barbara Leparni, referred to my process the *Eastbend 4 Mechanisms for Integrated Planning*. (FormX)

### Report Extract.....

'.....' by acknowledging the work of Geoff Buchan:

**The idea of the visual emphasis** - not so much relying on text base means of communication but how to make communication more interactive how to move from consultation to participation. Consultation, she suggested, is a way of selling an already decided strategy to a group of people. The only way they can empower themselves is to oppose your strategy. What you need is participation not consultation.

**The concept of community action research teams** - so that research becomes linked to community action rather than a bunch of experts beavering away in one room and then taking those result to the decision makers who then sell it to the community.

**The concept of cultural agency roles.** - how people like ourselves become umbrella agents or social entrepreneurs. So mixed with business entrepreneurs one of the most important group of people we need to develop in our system are social entrepreneurs.

**Learning precinct strategies** - linking education, arts, employment in cooperative regional development fabrics.

Barbara concluded by saying that the kind of strategies discussed today are a fundamental part of increasing the sophistication of that regional leadership away from the old concentration on roads and bridges to the point where local government can truly respond to its aspirations to be the voice of people at the local level. So long as it only concentrates on physical infrastructure and protecting real estate values, it cannot fulfill this role. One of the main voices by which local government will be able to move out of the strictures of that historic role is its engagement with arts and cultural strategy."

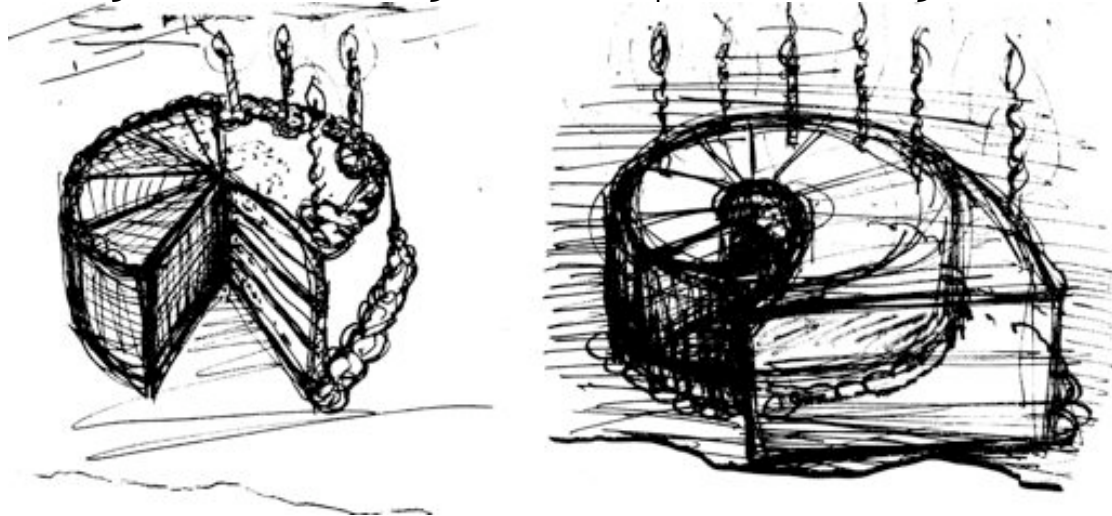
### Explanation of Business Opportunity in Cake-Baking Context

An expansionist era of new open, ethical and creative business opportunity e.g. Semco in Brazil and the Eden Project in Cornwall  
An example of the creative opportunity is the emerging use of In-situ artists applied as an 'aspect' of new corporate facilitation methods by firms such as Cap Gemini. Usage by these corporate leaders, validate



my vision-building creative business platform approach. Vision-building embraces both the non-verbal and the verbal/numeric modes of business communication. This allows for multi-perspective readings of patterns about change. It creates unanticipated options. Both the medium and the message of Vision-Building, is visualized in a way that is intentionally interactive and expansionist. The visual creativity is not treated as an aspect. The opportunity looms for me to apply my integrated range of art/design/visioning skills and experience as a comprehensive package at all scales from the big to the small business.

Vision-Building is about 'the business of life' continuum. It includes the market segment with "unsegmentable expansionist opportunities, or, the competitors and/or the cooperators. Expansionism is like cake baking. Vision-Building is more a '*cake baking*' action in comparison to '*cake-segmentation*'.



This '*baking*', exercise is supported with an expansionist "pattern-receiving" framework through a mathematics termed *Ternary Logic*.

As a business activity, the approach is pervasive, win/win/win, **and**, can include the (win/lose) of '*cake segmentation*' or *Binary Logic*. ***Ternary Logic*** is at the heart of Vision-Building and can pump new life into the competitive arena.