



## MISSION STATEMENT

The New Paradigm Response to the next economic revolution involves morphing, obsolete disciplines and entire production sectors of the economy and the businesses models that support it into the new wave of knowledge, information, digital technologies and delivery systems for emerging and new business opportunities to define a sustainable and invigorating future.

The perspectives are being adjusted to align with values, missions, purpose and goals that go deeper into the fabric of human life cycles we have known but in very unique ways. In strict historical, epochal and evolutionary terms 'new age' is not a metaphor, it is a fact we all need to prepare and learn how to embrace with the principles and technologies of a new paradigm we can all Art-iculate.

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**TREFOIL LLC's** mission is to empower entrepreneurs, companies and creative professionals to make the successful transformations they need to grow their businesses well into the future. We make available new and exciting 2D & 3D forms, along with the knowledge and information technologies they encode for branding, corporate collateral and identity creation, new product designs, packaging and architectural space and environmental design solutions.

**TREFOIL LLC**, is a metaphor for durability, structural integrity and creative excellence. We have synthesized architecture, industrial design, knowledge and information into new value systems, new technologies and more complex expressions of changing lifestyle needs with holistic solutions through what we now call 'D<sup>e</sup>sign Science™'. The three foils are 1. Imagineering and Research. 2. Interpreting behavior patterns and movements 3. The practical production and application of the 2D & 3D Form vocabularies for co-creators to express their design interpretations and visions. *"There is no other consistent aesthetic like our **TREFOIL** look". If you want to look into your own successful future **TREFOIL** is the medium you need". Here is a crystal ball image with me dressed a merlin holding a form in my hand, looking quite mysterious.*

*NEW PARADIGM GLOSSARY: This is a blog theme to be linked to the site. Entrepreneur and IP Brokers. (Intellectual Property Brokers) Entrepreneurs see the value in an idea, make manifesting it their purpose. It is part of a vision that is focused on as a goal deserving of time, effort and energy.*

*Intellectual Property Broker: The essence of a think, an expression or an emotion is communicated as a tangible asset or property giving the author of it the right to exchange its value for exchange. The Brokers represent the creator of the IPs value and equitable exchange.*

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**TREFOIL LLC** transforms your visual intelligence and information into Intellectual Property assets to maximize your media potential, applications for all business production and marketing needs. Our unique forms and identities are inspired by systems of curved geometric aesthetics, scientific and design principles that are unique and highly recognizable as cutting edge, attention getting and distinctive forms.

From examples of artwork and forms found in an Indonesian *cave* dating back at least 40,000 years to the pair of gold-anodized aluminum *plaques launched* with Pioneer 10 on March 2, 1972 and the Voyager Golden phonograph records that were included aboard both Voyager space vehicles *launched* in 1977, (*visual and verbal*) communication have been mankind's mission and desire.

"It is the function of 'Science' to discover the existence of a general reign of order in nature and to find the causes governing this order" said Dimitri Mendeleev in the 19<sup>th</sup> Century. *The periodic table of elements is Mendeleev's major contribution to science.*

It is the function of 'D<sup>E</sup>SIGN SCIENCE™' to discover, invent and 'co-create' all life support systems applying the transformational principles of the highest states of consciousness, scientific knowledge and information the new paradigm movement (into the age of Aquarius) offers humanity now.

A qualitative matrix of 'suchness' that's equivalent to Mendeleev's materialist 'muchness' periodicity is our key space, time, energy signature of this 'Age of Transformation'. The current age of information is being transformed.

The Periodic Qualitative (and Quantitative) Matrix is Herbert G Bennett's contribution to the general world of Design describes the fundamental nature of properties, behaviors and flavors of life's expressions.

It is the function of 'Design Science' to apply knowledge, creative and enhance skills to articulate 'the general reign of order' discovered by science. Consciousness, quantum dynamics, knowledge and information support life."

The 'Science of D<sup>E</sup>SIGN™' expresses the (natural order) of form, behavior and the essence of 'symmetry principles' of creativity used to articulate life support systems people need to understand and live by.

The 'Science of D<sup>F</sup>SIGN™' helps us apply the knowledge of form, behavior and energy to 'symmetry principles' of creativity used to articulate all life support systems we need to understand, live by and grow.

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"For the next 2000 years we will be in the Aquarian Age. We have been in the transition from the Piscean Age to the Aquarian Age for the last 50 years". The official beginning of the Aquarian Age is November 11, 2011 or 11/11/11. Some people have set this date as ***December 21, 2012***. Considering that this is a 2000 year cycle, no matter which date you accept, we are in for lots of change in the near future!

**"Welcome to the form evolution!"; "It will not be televised!"**

*The story of (scientific) progress is not complete and will never be. It changes constantly and us with it. Because of its profound meaning and contributions to human life it has adopted a paradigm of materialism which excludes, with fear as its consequence, other cultural perceptions, knowledge and information from other civilizations.*

*The contributions new traditions offer us are profound and are now part of the new paradigm movement in this age of transformation we are in. It is the key signature vibration of an evolving consciousness to be used by all co-creators of critical life support systems and the aesthetic expressions of ALL designers, especially those who have been given access to wisdom and higher states of consciousness. These are our Heroes and Sheroes who reduce scientific information to implemented common sense to help us all make smarter choices about how we live our lives and all other aspects of being and becoming.*

**"Nothing in life is to be feared. It is only to be understood!" - Marie Curie**

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## **Methods, Principles and Ideas for Cultivating a New Design Aesthetic for a Creative Human and Environmental Development Alternative**

*By Herb Glenn Bennett RA*

Employing creative, design, production principles and systems where art, mathematics and science are used to provide the creative Ideational Intelligence transformed into 3D information, applications, existing and reengineered or newly invented, to build our environment and the various systems needed to produce the artifacts, conveniences, tools and technologies to support life. Employing nature's principles are necessary to build and maintain a healthy and respectful socio, cultural

and economic frame work for human Growth and development as the premise for addressing the emerging 'creative initiatives' for the impending global crises in and beyond 2012. In healthy and harmonized economic, social and cultural environments the same principles apply. Solutions are created through a comprehensive methodology or 'Synthesis". The Metaphysical, Aesthetic and Philosophical aspects of Design are employed primarily as the creative process that mirrors the natural or organic principles and energies found in nature and in human beings as the inspiration for finding the harmony we live with.

Environmental health impacts all life. Designing and building pleasant workable and healthy buildings and accessories to support life is a major priority for our uncertain future. Perhaps if this was the more pre-valent attitude we would be in a much different place now. How do we get back on track with a vision based on being consciously connected to greater forces that put and keep us in harmony is the goal here. There are many disciplines serving as paths to follow in this grand synthesis. They all emerge and converge in the use of definite form vocabularies with rich identities and powerful branding potential. How does Form translate into physical products to 'heal' humanity and the environment is the question. That form concepts have many expressions of physiology, psychology and spirit helps manifest diverse profiles tied to the same overall identity. The forms can sometimes be found in nature but not in every case. They echo the metaphysics that supports our human intelligence. There are other methods that are mathematical in nature. They are derived from the rational thinking mind that is in synch with the creative principles of geometry, symmetry, the laws of numbers, the understanding of metaphysics and scientific principles operating on higher levels of consciousness. Everything and everyone are on this web of consciousness resonating to its vibrations and forms of information we all share. Harmonizing the Body, Mind and Spirit is reflected in every creative act humans perform. We are locked in a space, time energy continuum that is itself the way out, to our creative and living freedom. What we need to do then is develop systems that maintain all the degrees of freedom we can realize.

The 'TRIAD' of Body, Mind and Spirit correlates with physiology, psychology and spirituality. The Space, Time and Energy continuum is another expression of the same set of three fold symmetry principles. Other number laws apply to other dimensions of reality we are experiencing. The creative world where manifesting form operates in is inherently three-dimensional and therefore three fold in its symmetry. The harmonics of life are the tools of life we use to support life on all level of consciousness.

### **The Artist-Architect's Story**

After many successful years of education, experiment, employment and services to clients with their agendas I hit the proverbial ceiling that, for many reasons we know too well. They still operate in our socio-cultural-economic world. The years of frustration of not being able to share the knowledge and information gained from this exciting creative journey, I discovered and dedicated my life to, did not work as the bridge to my creative and financial freedom.

To use a metaphor; the vertical path was closed by the proverbial ceiling. It seemed that to survive an expanded and inclusive vision had to be explored and developed. The other latent talents and skills had to come to the fore. This all had to be put into a holistic model. The vertical 'do one thing well and succeed' is now officially dead as with many other ideas we still hold on to dearly. Synthesis was to be the principle for change and expansion of my own consciousness, creative skills and vision.

This was compounded by the society and culture I chose to live and work in: New York. NY is the world stage where visibility is achieved if you make enough 'noise' it seems. If your path is quiet or silent you can become invisible. Why in this world, with all the super communications and opportunity for exposure and growth can I NOT share my ideas and joy for what I believe and do creatively that is critical to our survival as human beings in a world that needs solutions? Here is a mechanism for creating solutions that can transform our lives and our economies.

How can newly discovered information become accessible and useful? The issues we encounter on our journey do not belong to us per say. If we buy into them we have surrendered. Integrity is not to be relinquished or negated. It resides in the soul. The fire can always be rekindled and acted upon to be the bridge to one's vision and future.

The goal is to reveal the knowledge, the hidden principles and sources of information to inspire other creative designers, material scientists, producers and developers to adopt these ideas as viable solutions. We are developing certain segments of this strategy too.

Value engineering is the essence of form generating. This supposedly abstract process helps create uses for the forms created. From this we can derive the value of the ideas for those who need them. Once this exchange is completed and all parties are satisfied economies are created. DO this enough. Do it repeatedly at levels of excellence and brand loyalty is achieved.

In the current "New Paradigm Movement", shifts are already happening in lifestyle needs, infrastructure, education, healing and many of the creative disciplines that will help us adjust and adapt to the new view of the world. After all this pattern is about fifty years old and we are still not paying attention to it. I will be the worst for those who are unprepared and the best of times for those who resonate with and are ready to embrace change. Following are some of the disciplines that will be affected.

This is a journey into the world of 'making the abstract real'. These new disciplines are the strategies for national and global development. They are to serve humanity without the negative behavioral elements that have not worked for us on any levels in the old paradigm. These are areas where form intensive information and technologies create value.

The past, the present and the future all have contributions to make to our journey. We need to pack appropriately to be safe and healthy when we reach our destination. DO we ever reach it or is it always evolving and offering us new opportunities along the way.

The adage of is it the journey or the destination is the dichotomy we are confronted with.

### **METAPHYSICS**

The higher dimensions of understanding emerges from this area. Where are the meta-levels and dimensions of Art and Design; their philosophies, principles and how do they relate to our views of ourselves, reality, our community and the world we live in? Where are the emerging ideas to be found?

### **EDUCATION & TRAINING**

The message and the knowledge must be passed on. Teaching and mentoring artists and design professionals through a leadership development initiative is essential. The Bauhaus model is still relevant when it is updated to suit our time, space and consciousness. Find and or create models of engagement that allow more freedom in today's technology and communication environment as wealth is being created and healing is enjoyed on all levels of human life.

### **THESE ARE SOME OF THE NEW PARADIGM PRINCIPLES**

Everything is an idea. Ideas are thoughts. Thoughts weave a web; a web of consciousness. The collective consciousness of that web affords us our intelligence.

In reflection, creation, projection and production thoughts and knowledge create and manifest expressions that are balanced and harmonized within all the fields of energies and forces that govern becoming and being to fulfill human needs.

Everything is light. Ideas are light and thought. Rays of energy form the great web; the web of consciousness. We travel along its rays expanding our consciousness. The ability to extract energy from the universal source of everything from where all ideas and light emerge is critical to forming expressions of our ever changing or evolving reality and life.

The creative instrument; MAN, the meter for space, time and energy, is harmonized in true consciousness to be the gauge and a source that reflects or is connected to nature and the forces in micro cosmic reflections of the macro cosmic states of pure extension that is space, along with pure duration or time and pure work or energy. Thought is the finest fuel of all. Using our creative dynamic potential we decode meaning and encode new identities. The prime identity we are responsible for manifesting, in this dynamic, is our own.

*Is there a Metatecture in the making or a D<sup>E</sup>SIGN SCIENCE?  
Meta(archi)tecture with Metathinking*

## About the Author

Herb Glenn Bennett RA (Registered Architect), Artist, Inventor, Poet, Writer, Educator, Investor, Geometer, Researcher. "Form Consciousness is our link to new disciplines."

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*This Synthesis, where body, mind and spirit can be intersected and fused creates new knowledge and information with space, time and energy principles to offer rich, vibrant visions to the journey of our humanity, growth and development for us all on ONE planet.*