

# Consider the Avocado

Or How to Design Distinctions  
That Won't Destroy Society

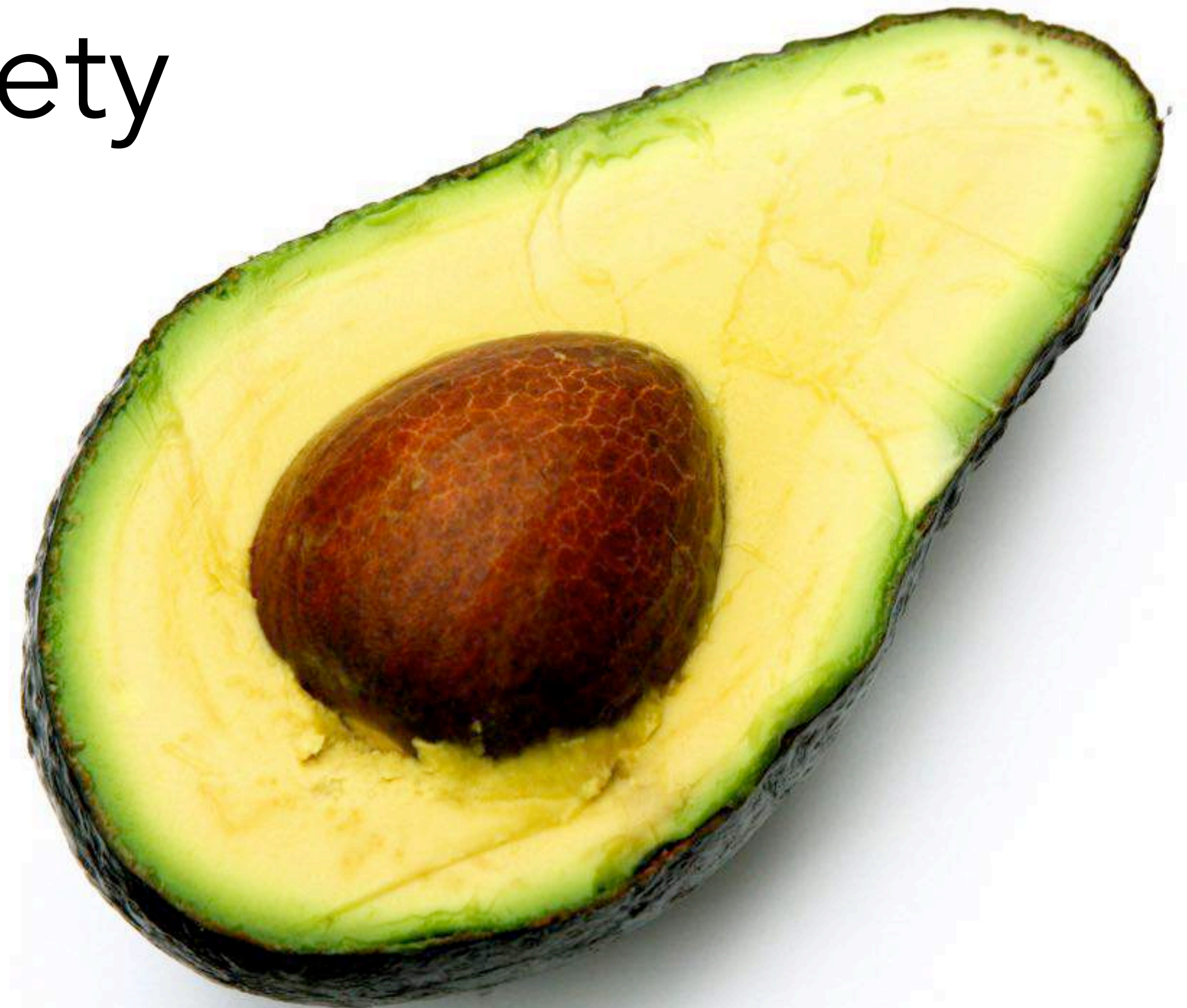






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<https://bit.ly/2BOZj6x>

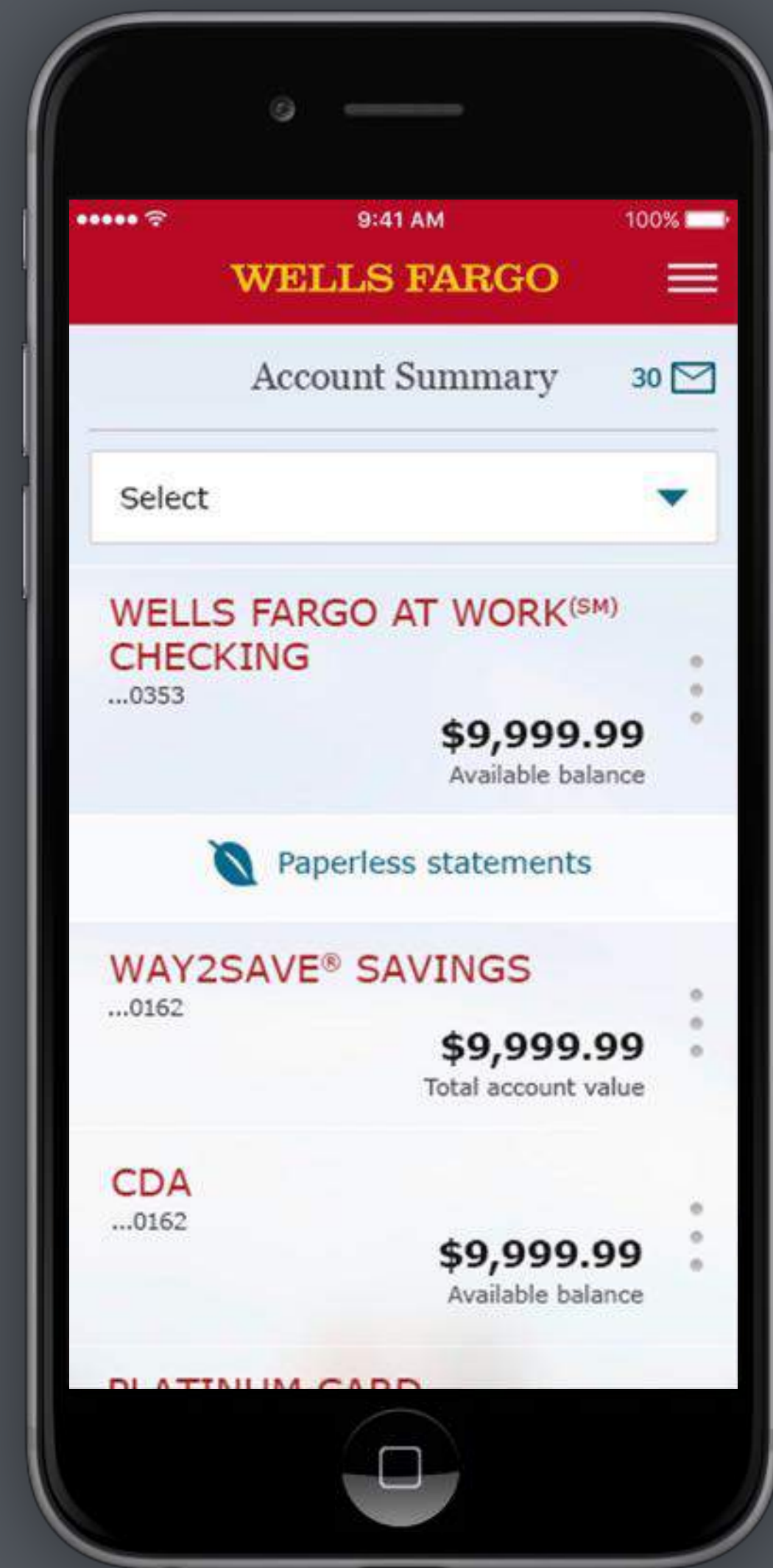


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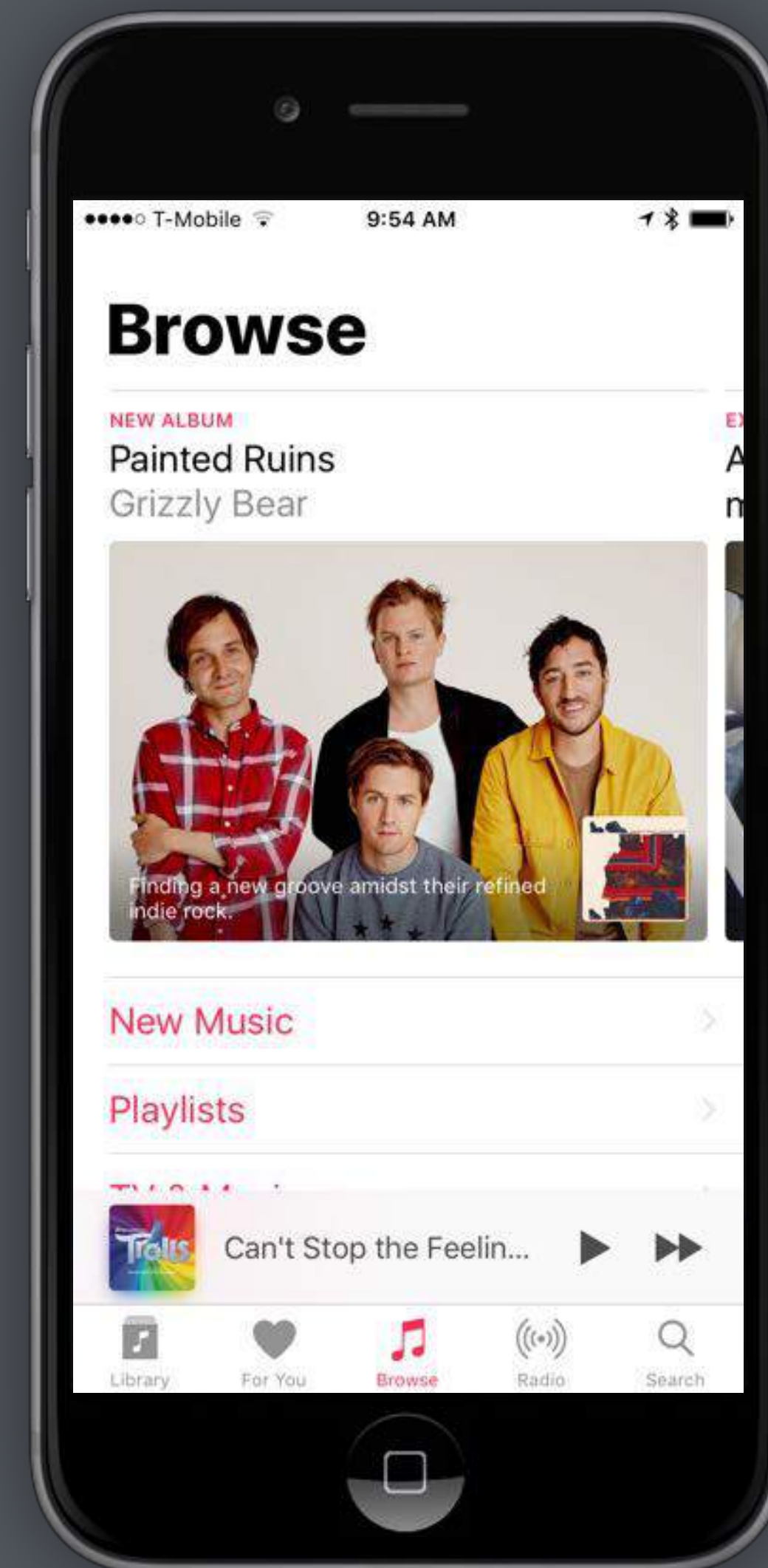
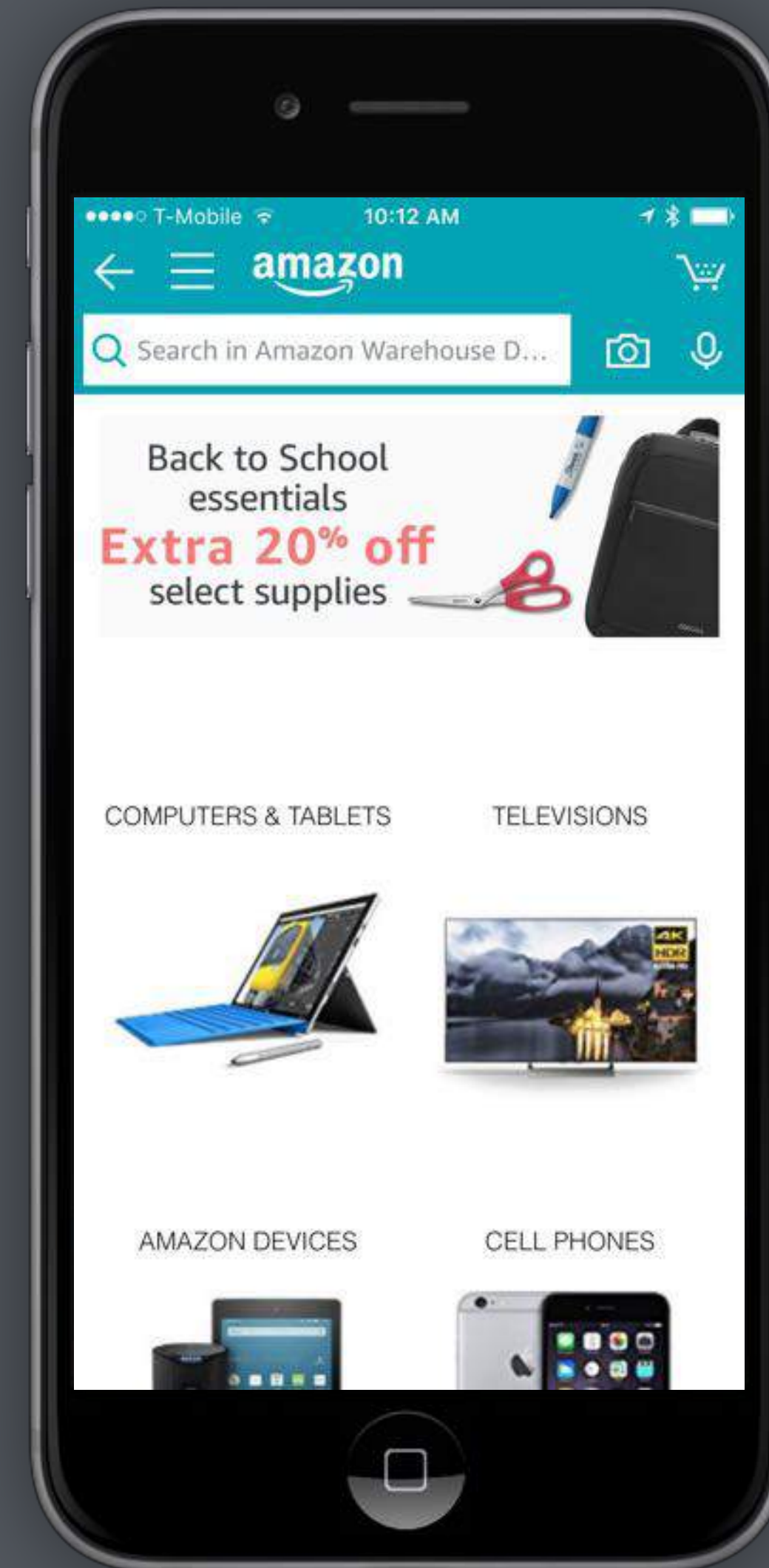
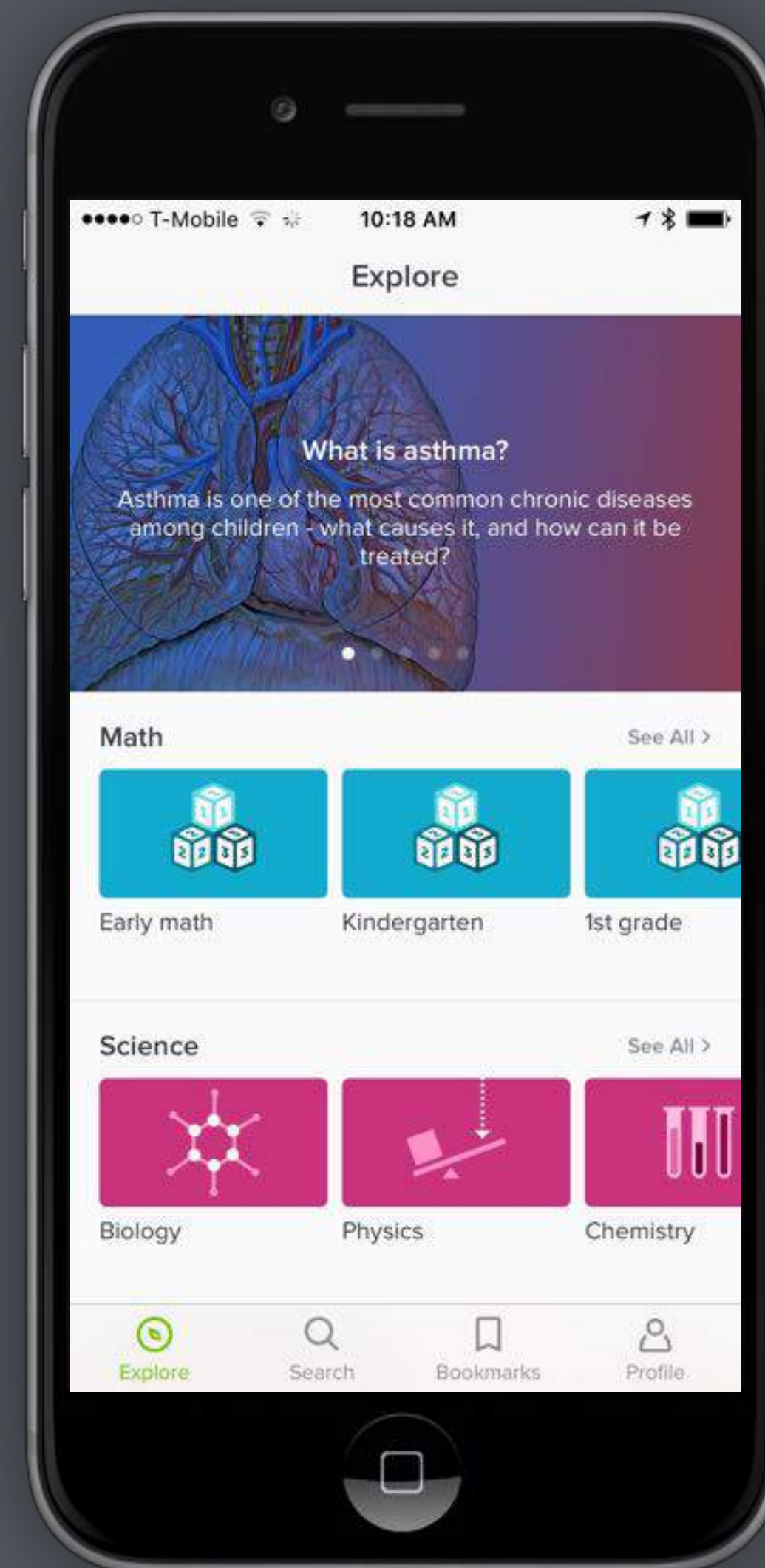


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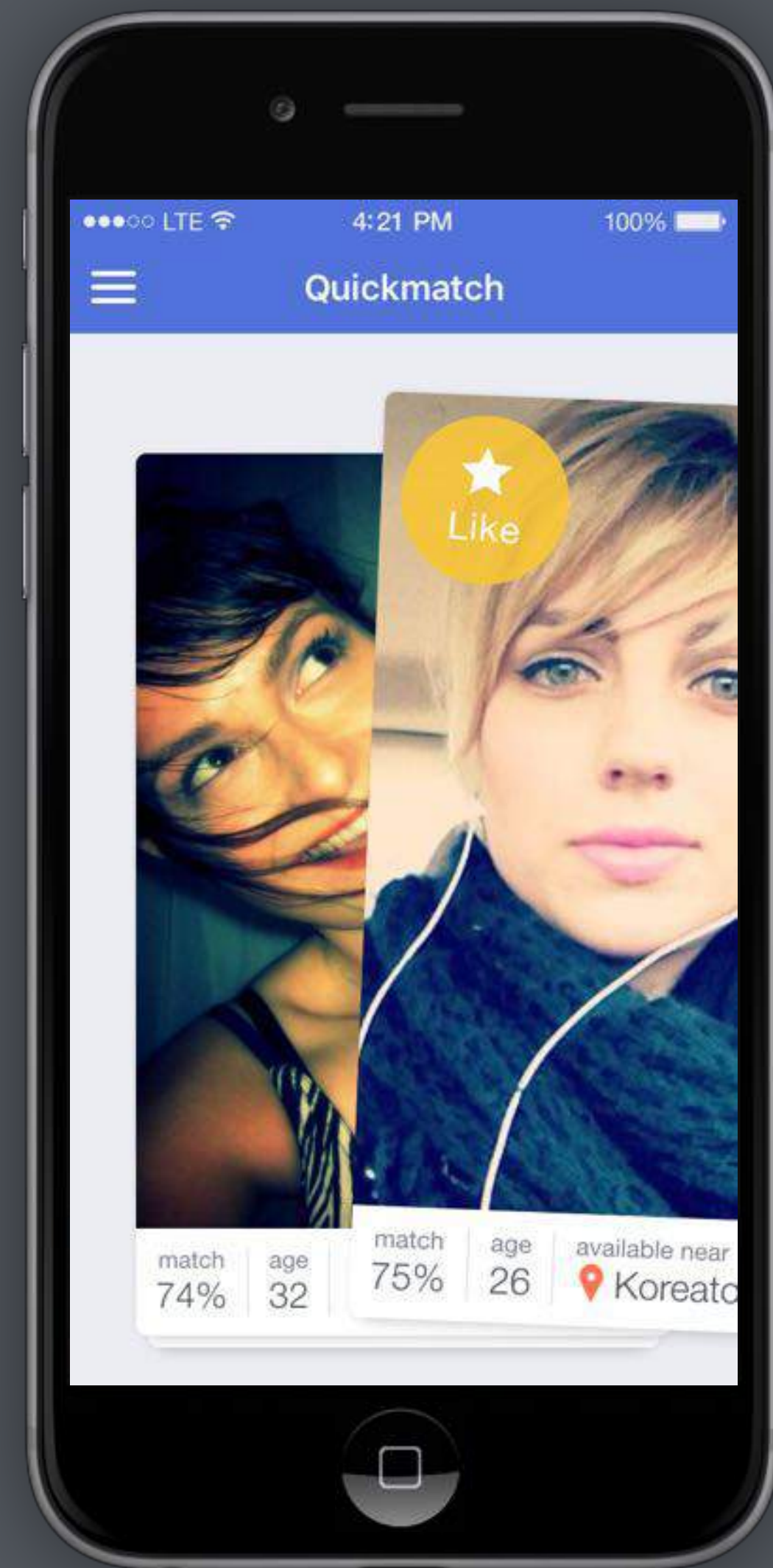


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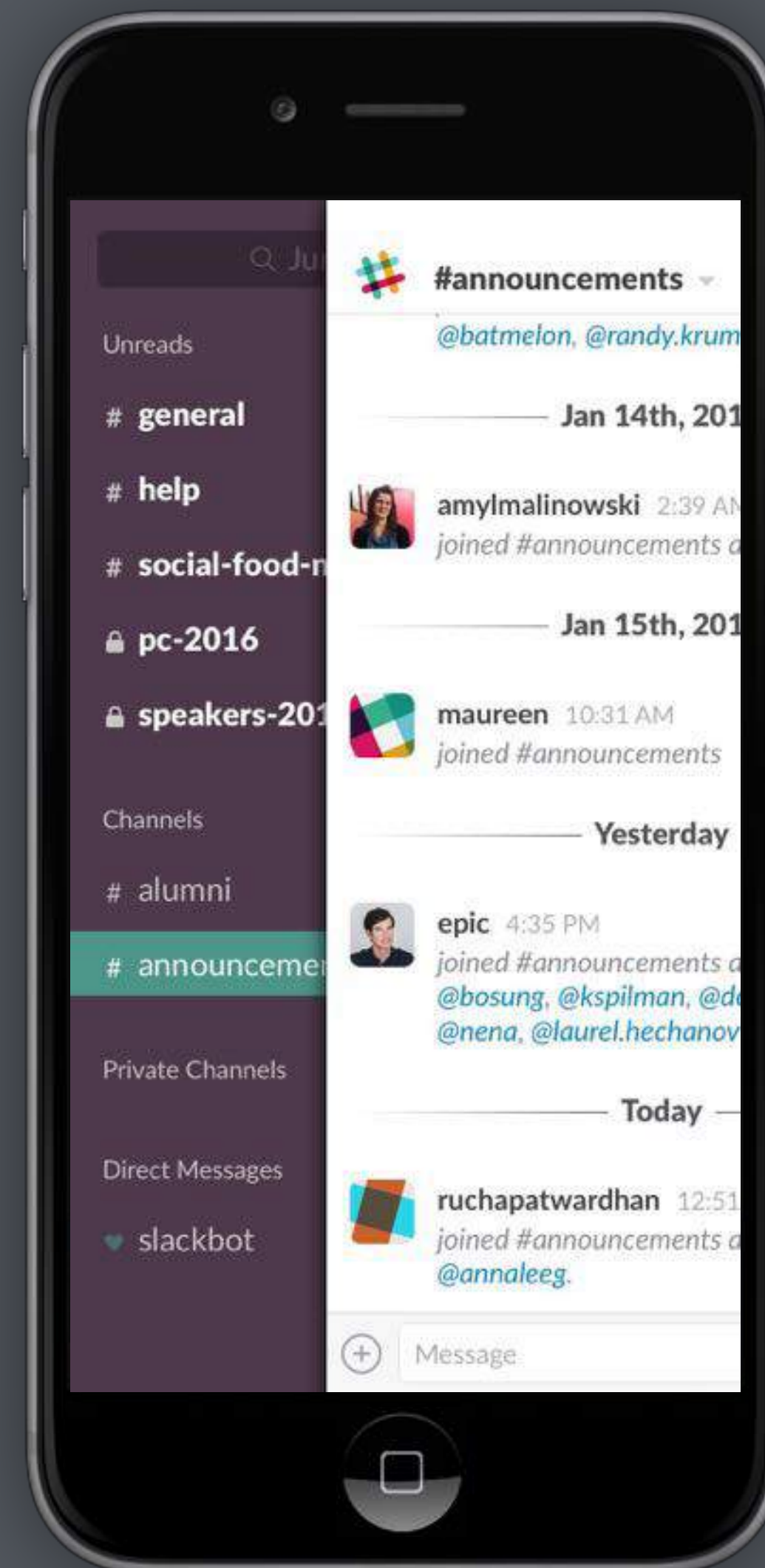


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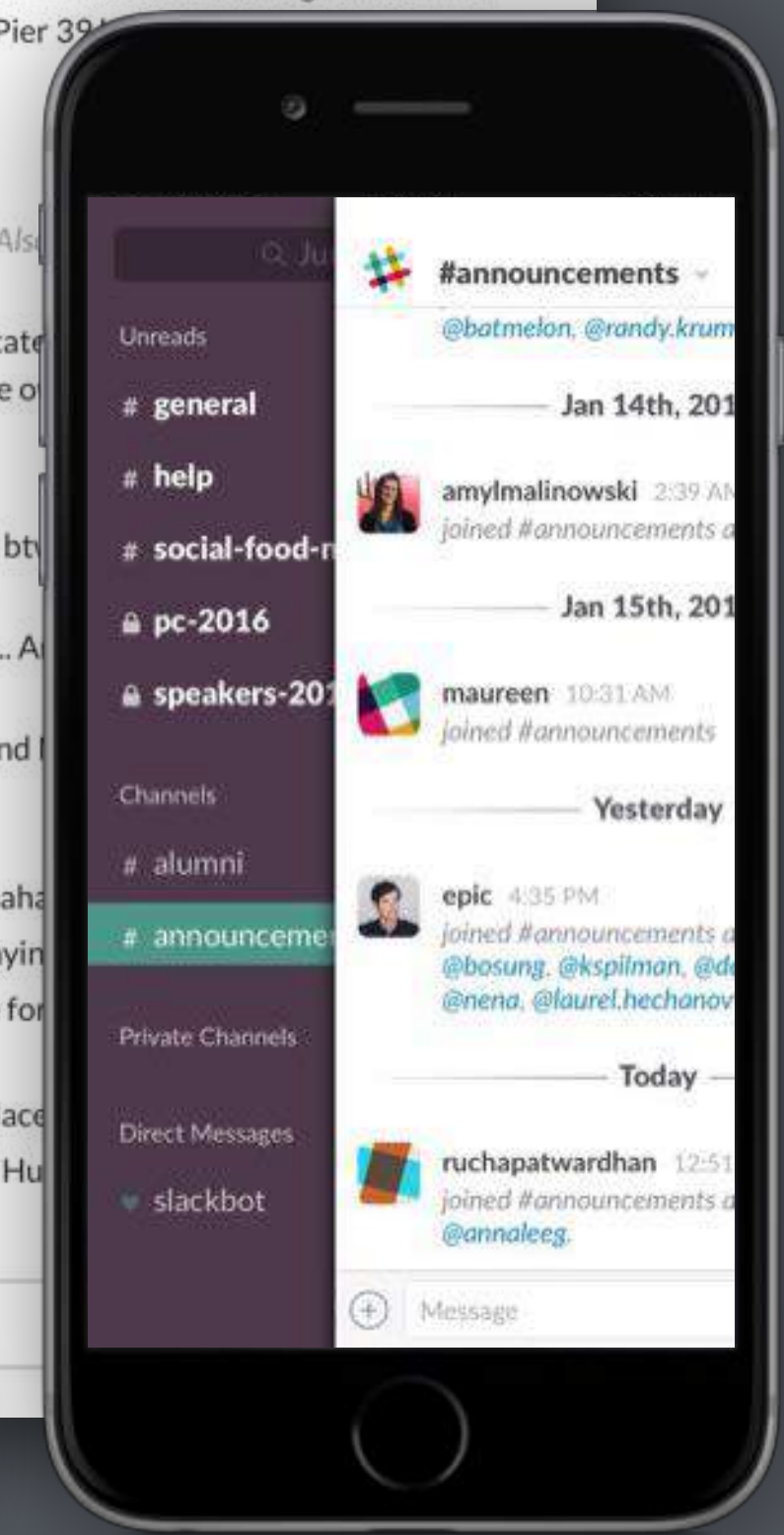
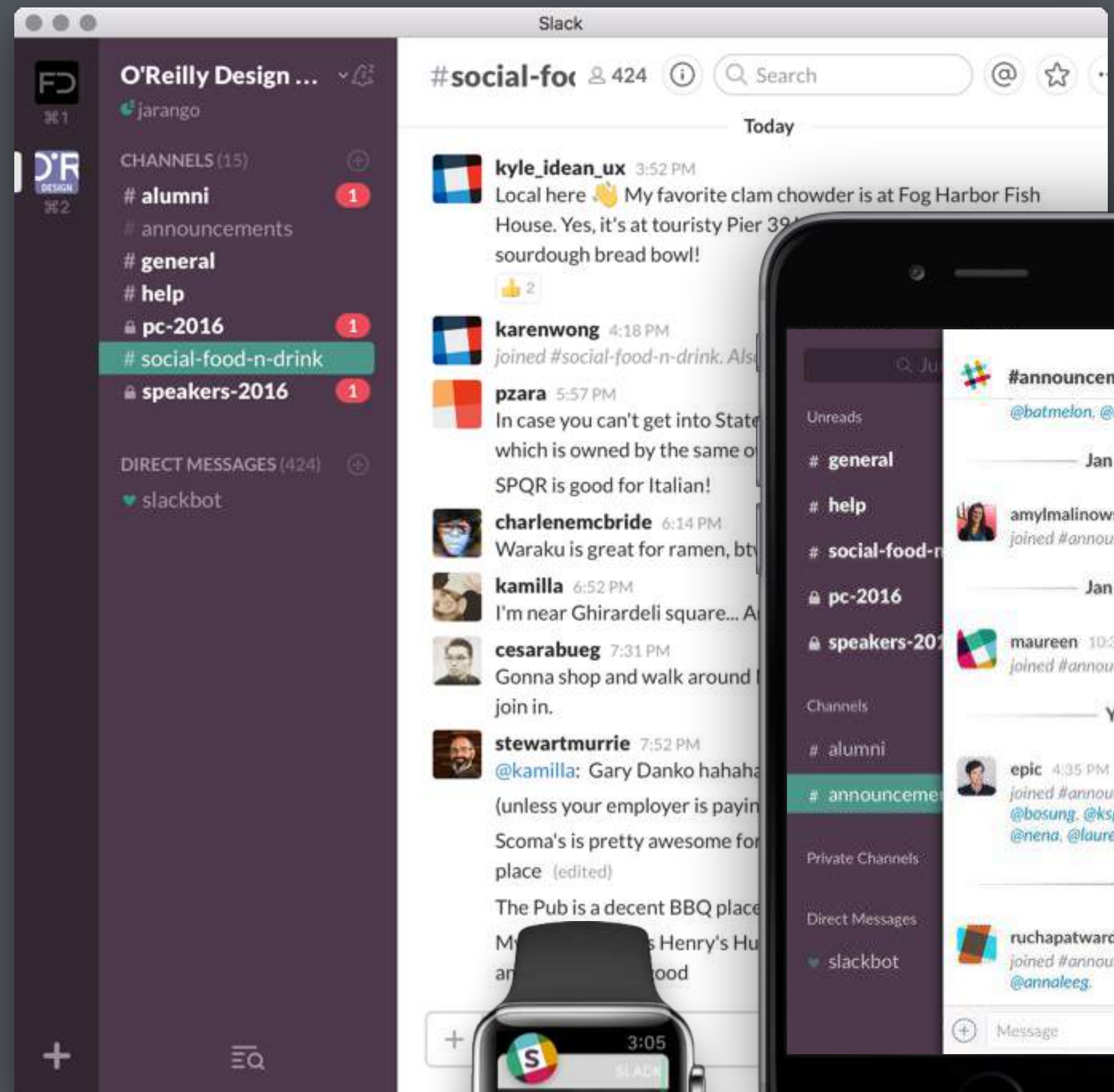
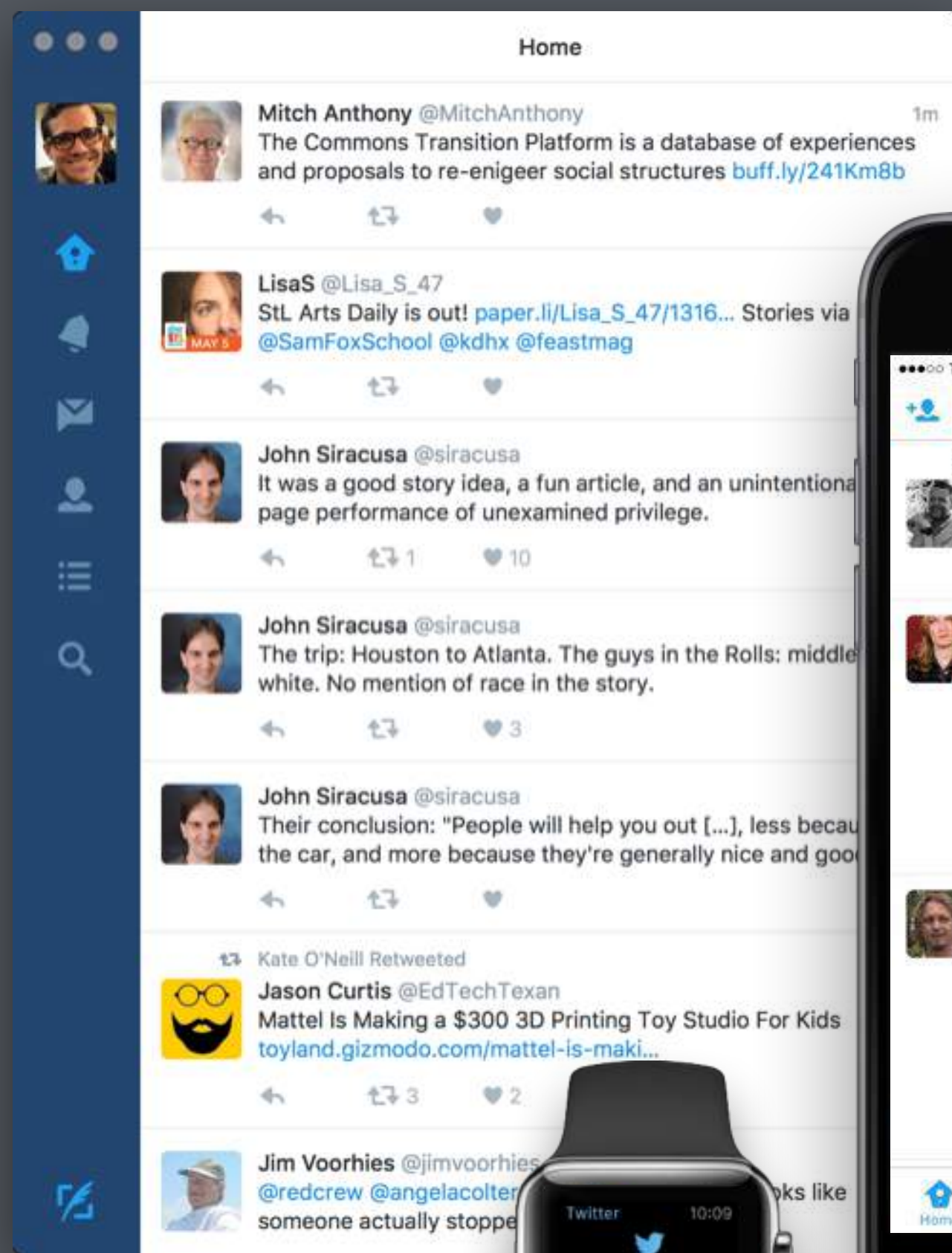






Image: <http://www.washingtonexaminer.com/>



**“We are called to be  
architects of the future,  
not its victims.”**

**— R. Buckminster Fuller**



architects of the future



architects of information



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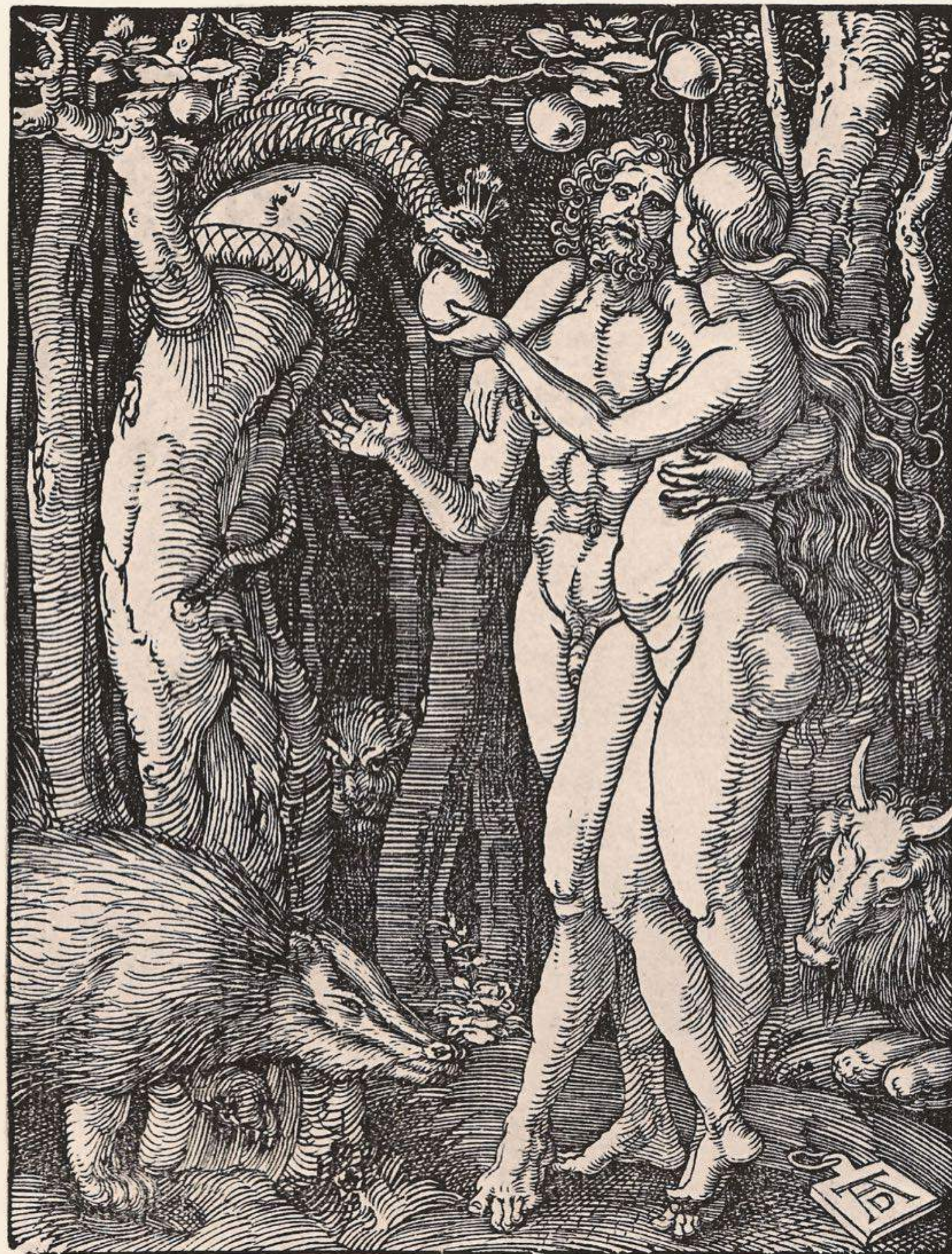


architects of information



architects of distinctions









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# Avocado

noun (plural **avocados**)

1. A pear-shaped fruit with a rough leathery skin, smooth oily edible flesh, and a large stone.

2. The tropical evergreen tree that bears the avocado. It is native to Central America and widely cultivated elsewhere.





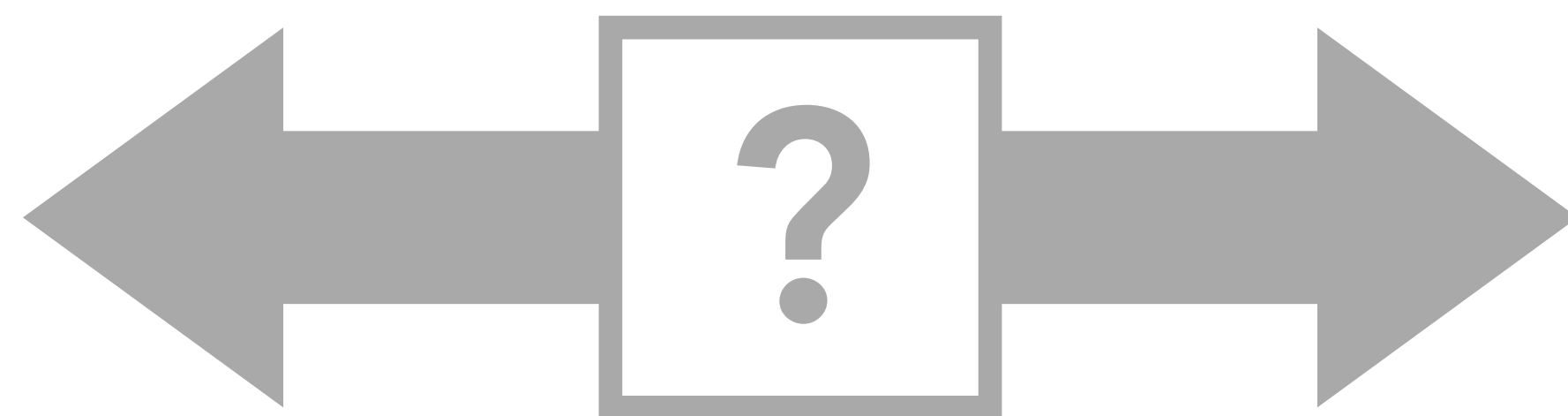


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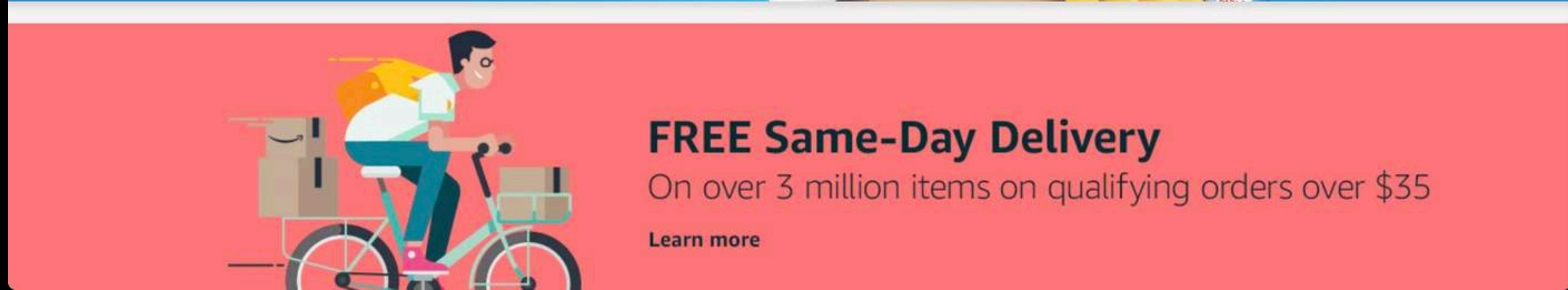
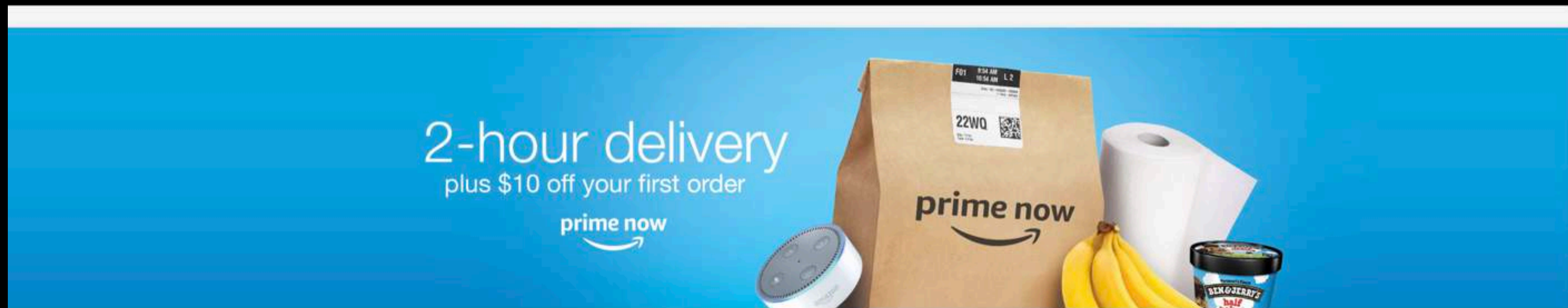


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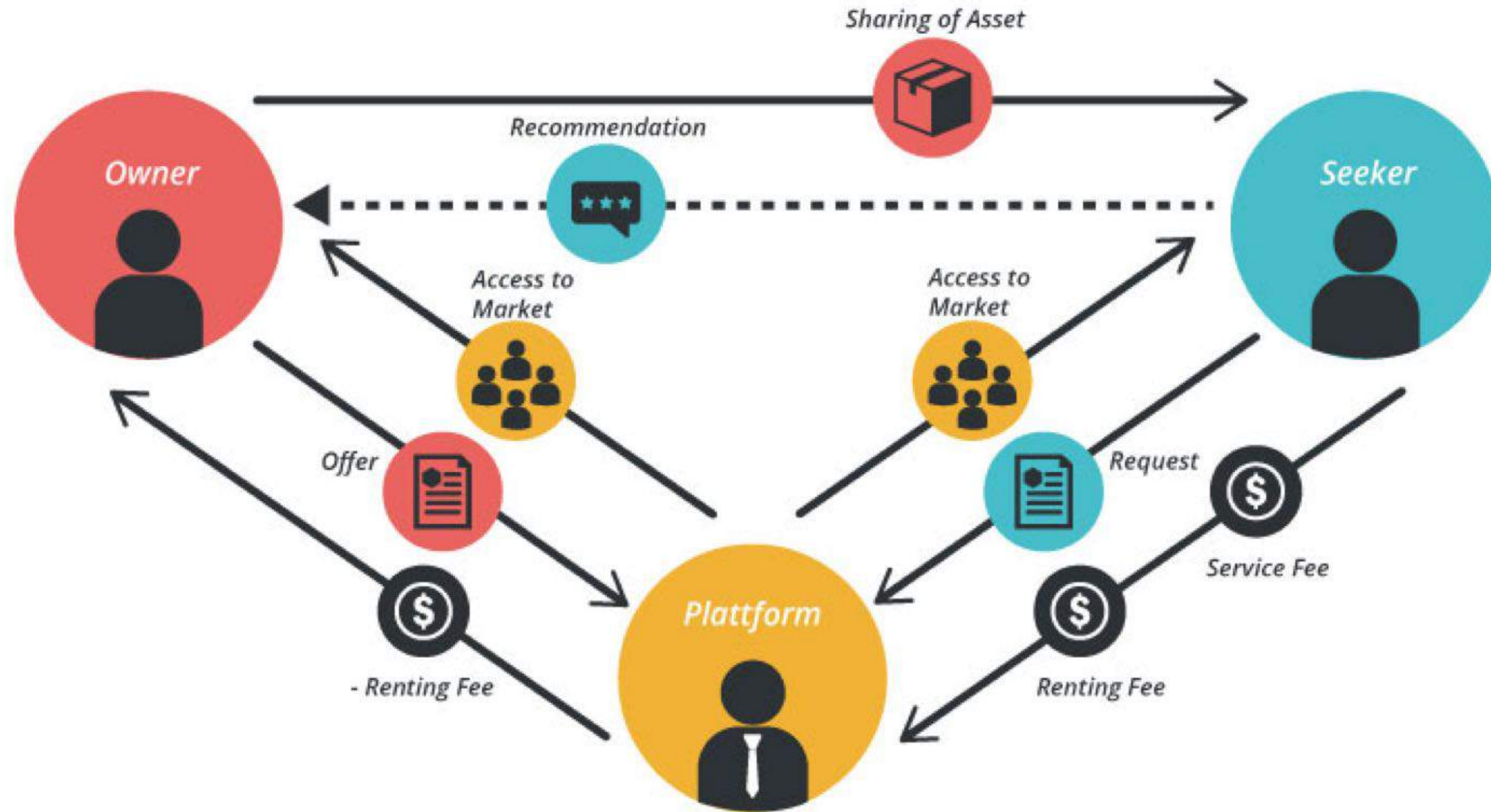
architects of distinctions



architects of *systems*



# Sharing Economy








[Inicio](#) » [Título de la campaña](#) » [Nombre del producto](#)

# Nombre del producto



Refiérelo a tus amigos, y recibe una comisión cuando compren: 

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 Tweet 0

 Like 0

 Pin it

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Marca del producto  
Nombre del producto  
**\$345** precio  
~~\$456~~ precio-regular



Marca del producto  
Nombre del producto  
**\$345** precio  
~~\$456~~ precio-regular



Marca del producto  
Nombre del producto  
**\$345** precio  
~~\$456~~ precio-regular



Marca del producto  
Nombre del producto  
**\$345** precio  
~~\$456~~ precio-regular

## ¡TIEMPO LIMITADO!

Esta oferta termina en  
**3 días, 11 horas**



Marca del producto

Nombre del producto

**\$345** precio  
~~\$456~~ precio-regular

Tamaño

Escoge uno

▼

Color

Escoge uno

▼

Cantidad

1

▼

¡Se están agotando!

(Solo quedan 5)

Agregar a tu carrito

### Fechas estimadas de entrega

Feb 17 - 24, 2013

### Políticas de devolución

Esta venta es final. No aceptamos devoluciones.

### Detalles del producto

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

- Ut wisi enim ad minim veniam,
- Quis nostrud exerci tation
- Ullamcorper suscipit
- Lobortis nisl ut aliquip ex
- La commodo consequat

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

### Detalles de la marca

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Mirum est notare quam littera gothica, quam nunc putamus parum claram, anteposuerit litterarum formas humanitatis per seacula quarta decima et quinta decima. Eodem modo typi, qui nunc nobis videntur parum clari, fiant sollemnes in futurum.



# Tu carrito de compras

Producto	Precio unitario	Cantidad	Subtotal	Sacar del carrito
Nombre del producto	\$345.00	1 ▼	\$345.00	✕
Nombre del producto	\$345.00	1 ▼	\$345.00	✕
Nombre del producto	\$345.00	1 ▼	\$345.00	✕
Nombre del producto	\$345.00	1 ▼	\$345.00	✕

	Subtotal	\$1,380.00
De Zona Libre a tu casa	Costos de envío a	Panamá ▼ \$7.50
Créditos		-\$25.00
Impuestos		\$95.38
Total		\$1,362.50
		<a href="#">Ver en tu moneda</a>
<a href="#">Sigue comprando</a> 0		Paga ya »

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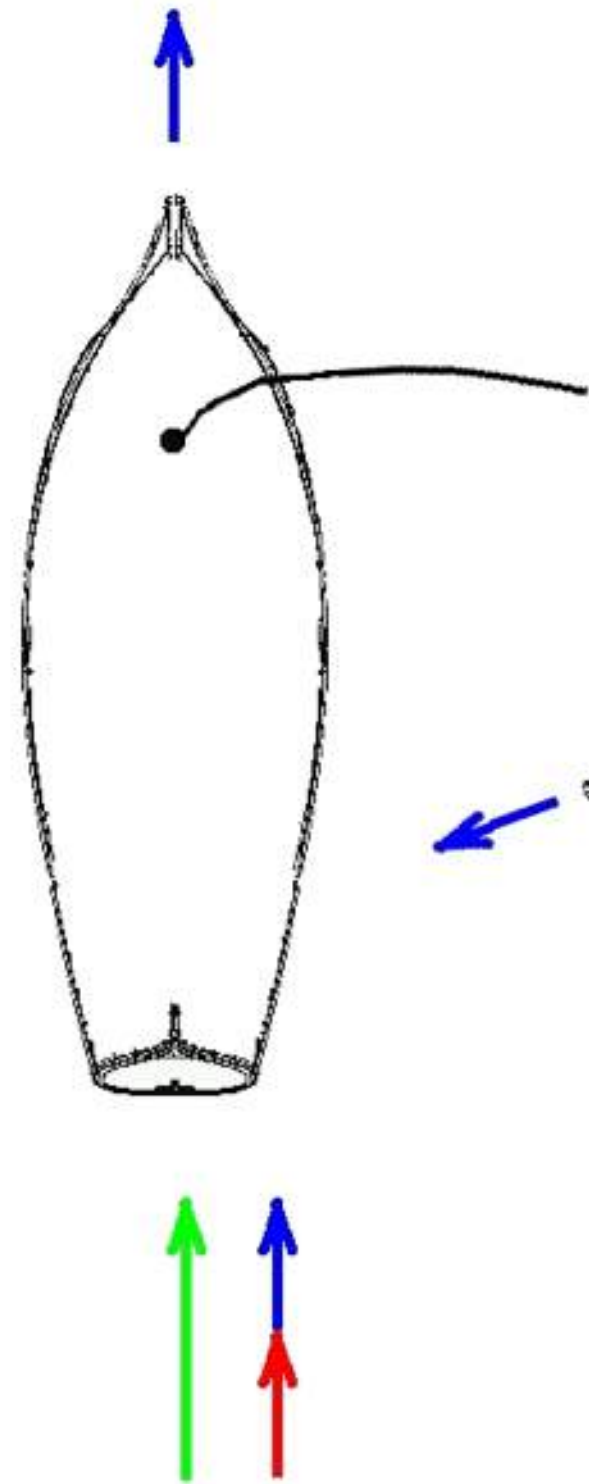




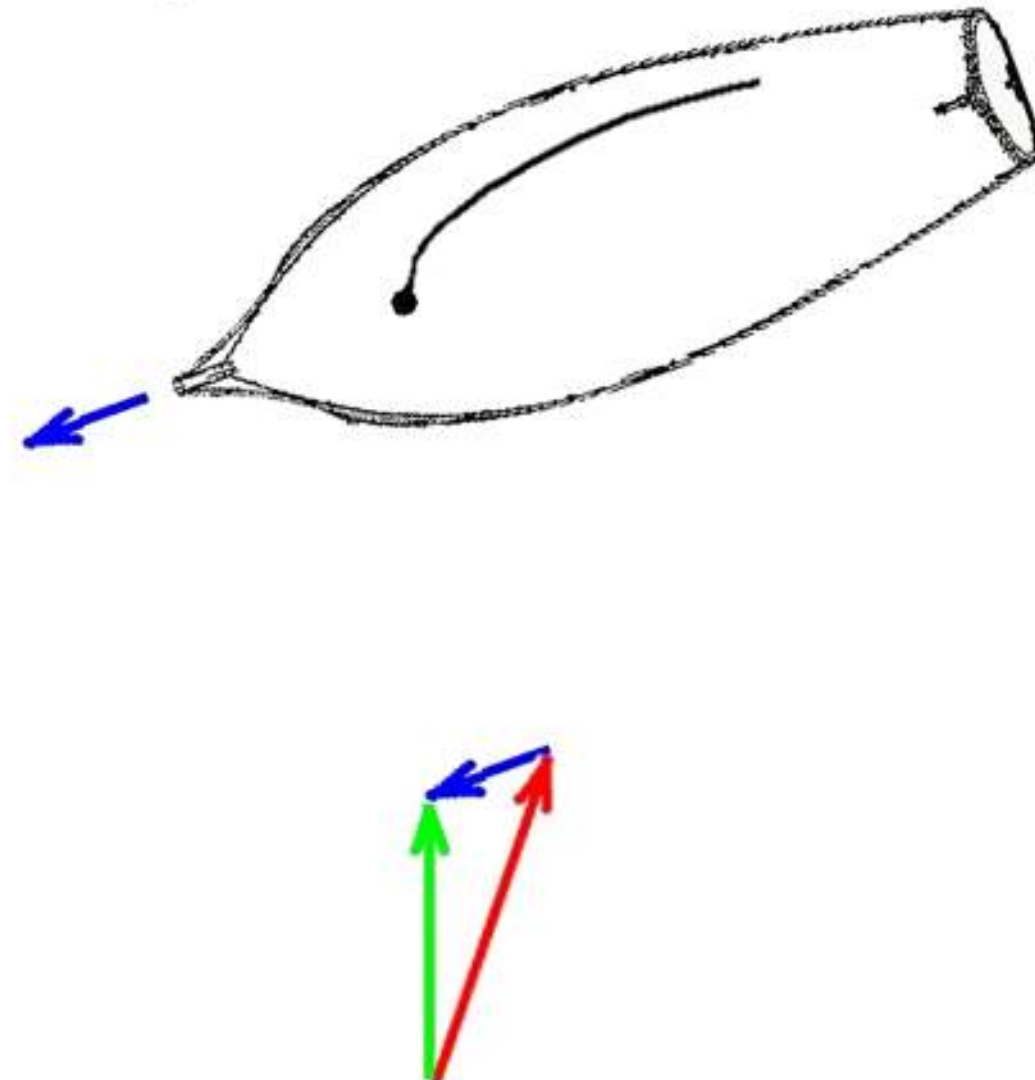
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Running

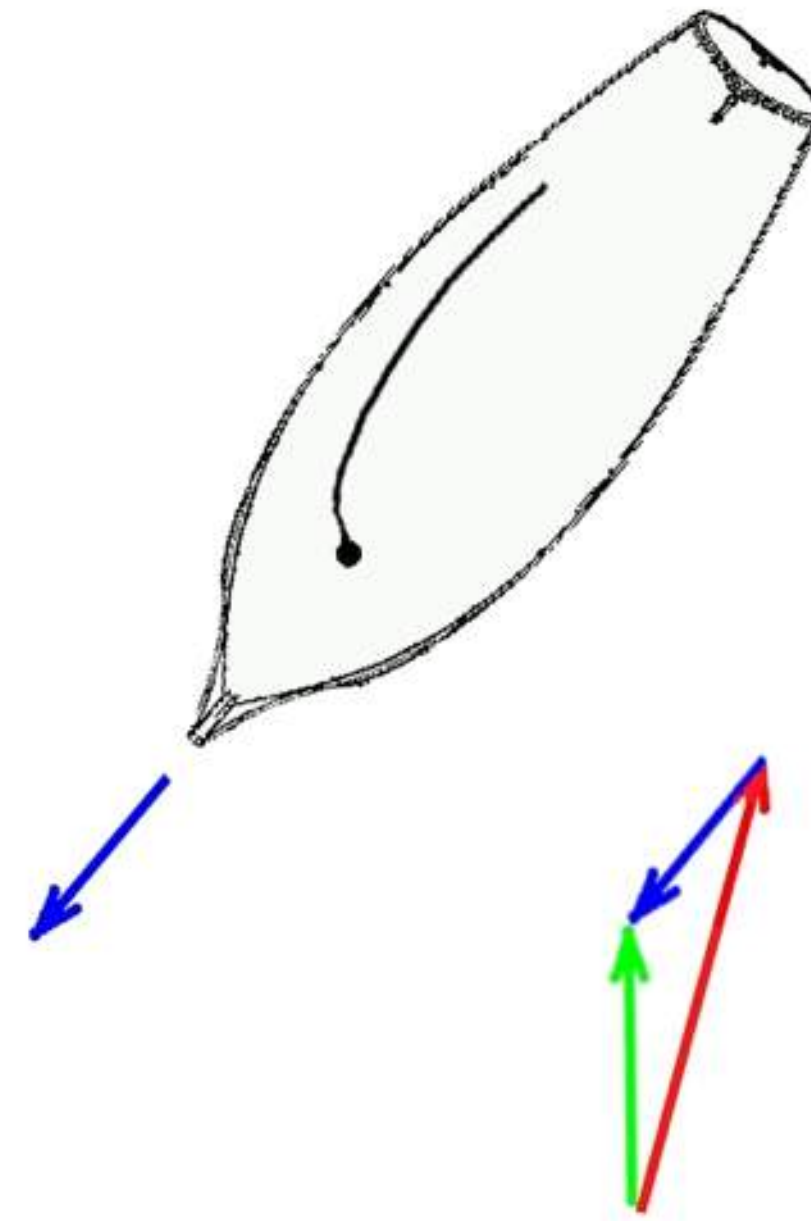


Beam Reach



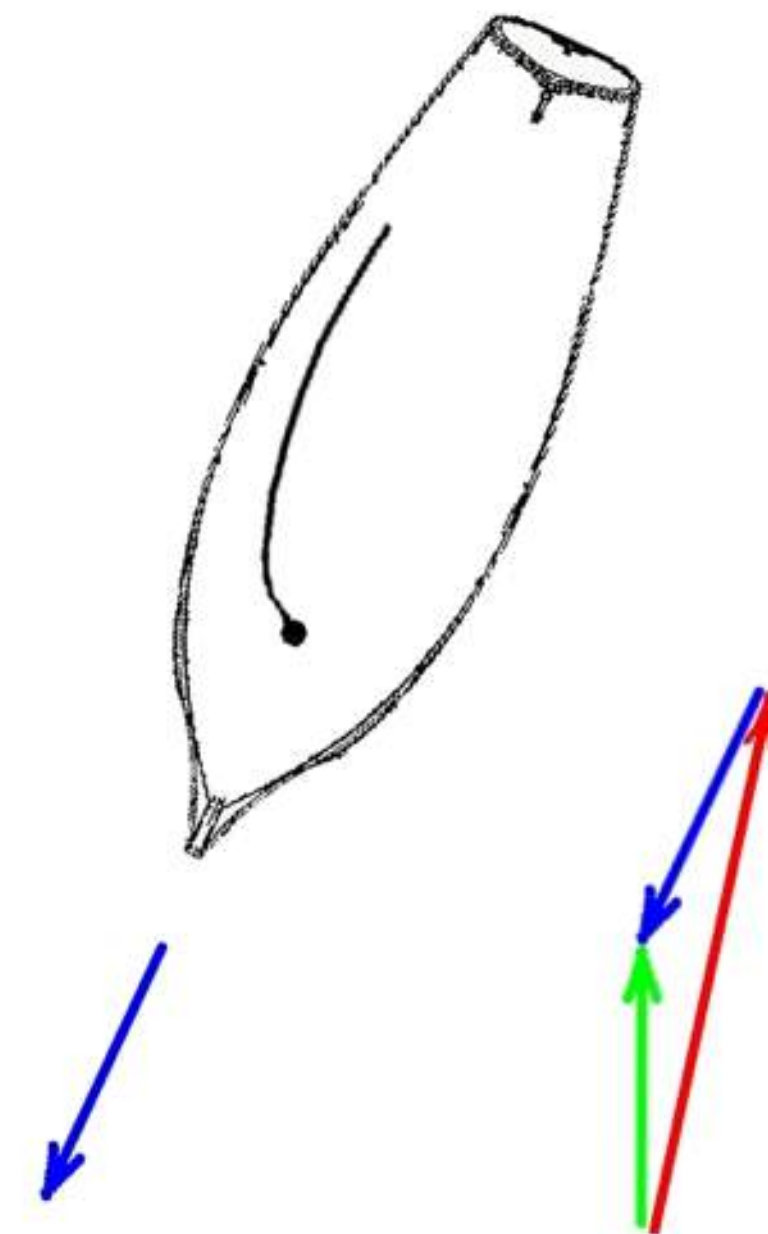
True wind

Close reach



Boat velocity

Close hauled



Apparent wind



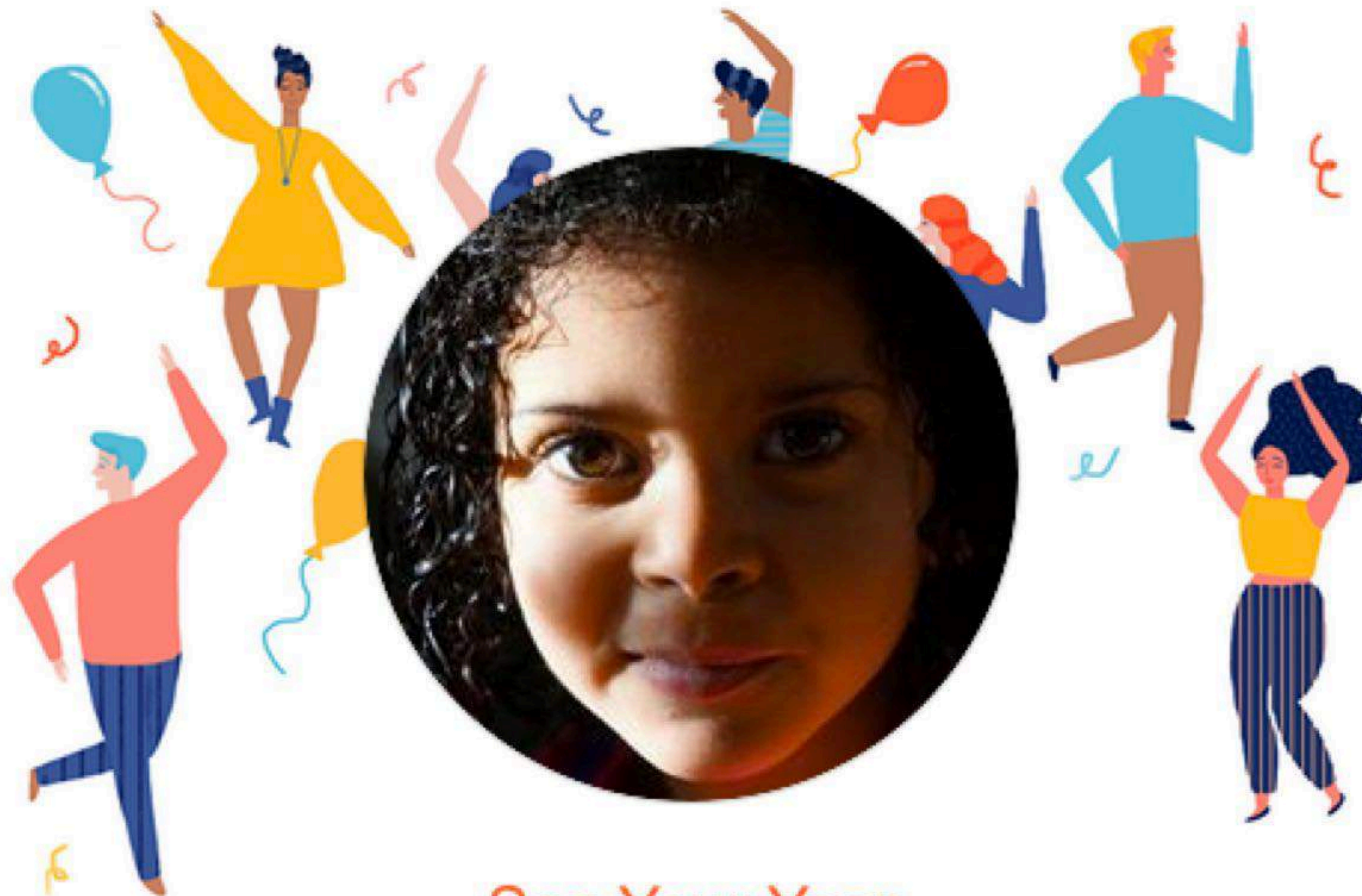
This setting controls game requests from friends and



## Your Year In Review

Eric, here's what your year looked like!

🔒 Only you can see this



See Your Year







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**Self-  
interest**



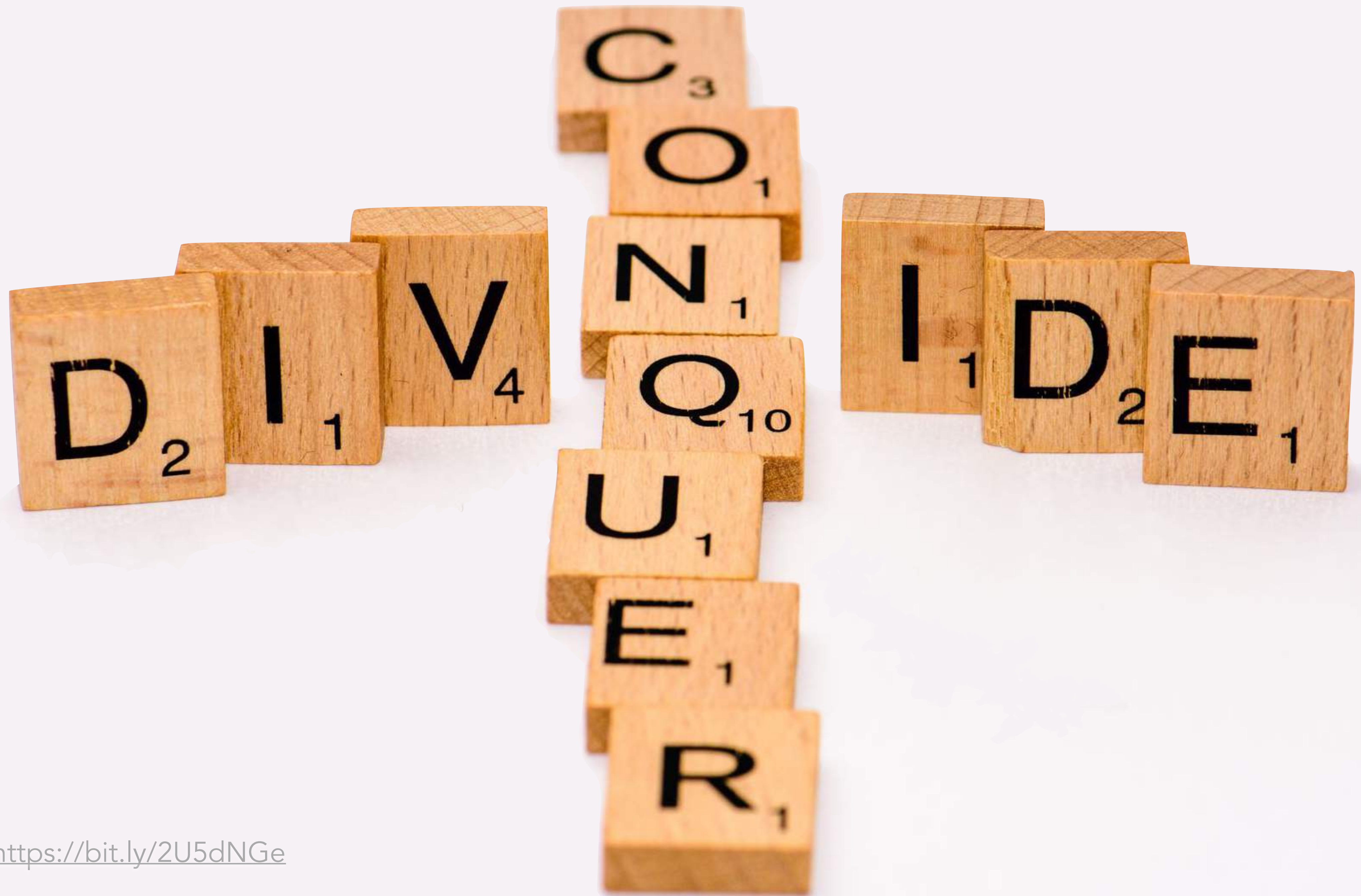
**Collective  
interest**





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|---|--|
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|  Apparel                            |  Audio Equipment            |
|  Beaches & Islands                  |  Blues                      |
|  Books & Literature                 |  Business News              |
|  Business Services                |  Camera & Photo Equipment |
|  Celebrities & Entertainment News |  Classical Music          |
|  Comedy Films                     |  Computer & Video Games   |
|  Computer Components              |  Computer Hardware        |
|  Computer Peripherals             |  Computers & Electronics  |
|  Consumer Electronics             |  Cooking & Recipes        |
|  Country Music                    |  Credit Cards             |
|  Cricket                          |  Dance & Electronic Music |
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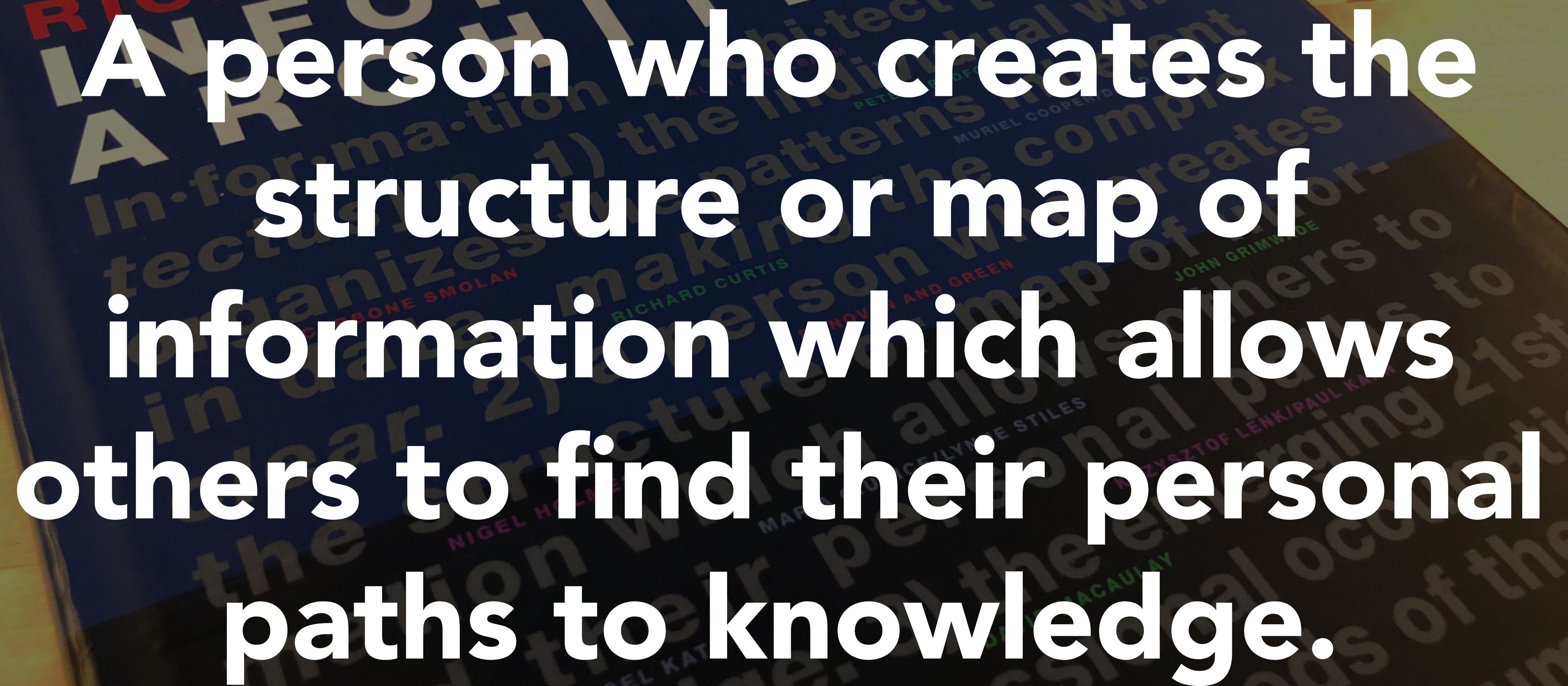
fn control option

# RICHARD SAUL WURMAN INFORMATION ARCHITECTS

Information Architect [L. info-  
tectus] n. 1) the individual who  
organizes the patterns inherent  
in data, making the complex  
clear. 2) a person who creates  
the structure or map of infor-

mation which allows others to  
find their personal paths to  
knowledge. 3) the emerging 21st  
century professional occupation  
that addresses the needs of the  
humanity, human  
sci





**A person who creates the  
structure or map of  
information which allows  
others to find their personal  
paths to knowledge.**



1. Acknowledge the tension between self-interest and collective interest.



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2. Consider how distinctions influence variety.

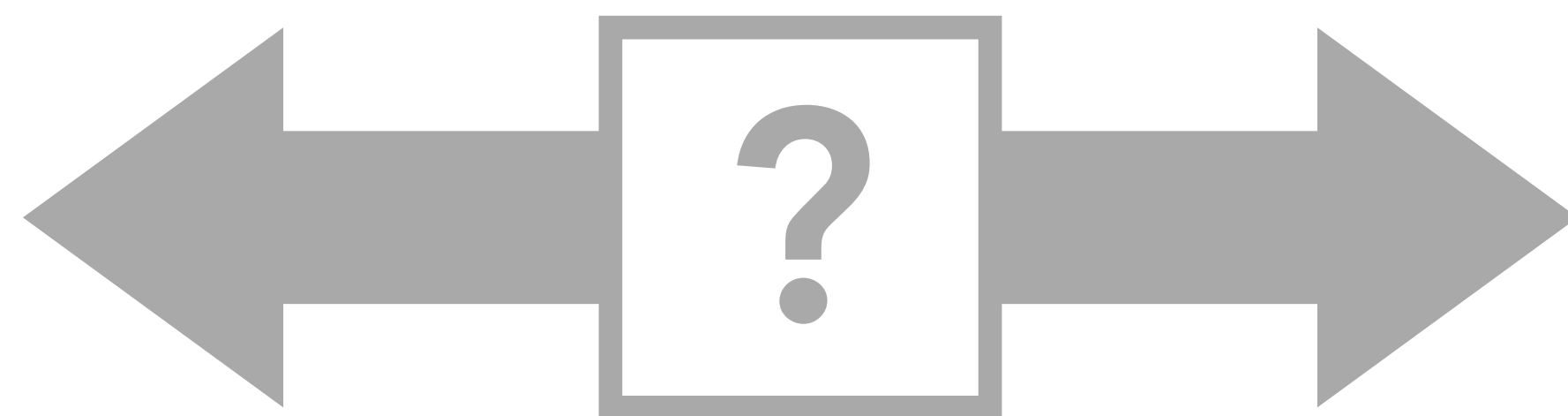


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3. Rethink incentives for intervention.



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# Bertrand Russell's Advice for Future Generations



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Or How to Design Distinctions  
That Won't Destroy Society

