

# DESIRE Manifesto



Our mutual global challenge is clear. We are exceeding the planetary boundaries and our planet is suffering. Social equality and equality between species are negatively affected. We are in need of radical change.

So, we act now by creating a movement that breaks with our traditional linear approach and traditional ways of thinking, collaborating and acting.

We stand shoulder to shoulder in an inclusive revolution that embraces, nurtures and experiments with the innovative and creative DNA of art, architecture and design to explore the irresistible circular society by:

**Creating social and inclusive housing:** We design communities around spaces involving everyone who uses, lives and will live there in the future to make sure everyone benefits from this transformation. We support a sense of belonging by evoking appreciation of and connection to the world around us through sensory experiences. We focus on transparency, trust and inclusiveness in order to create social sustainability. We empower people to take action in the circular transition by making it a natural part of our everyday life.

**Reconciling cities with nature:** We advocate a planetary perspective to ensure a sense of belonging for all beings. We act on behalf of all human and non-human species. We raise ambition with a dedicated aim of giving back more than we take from the planet. We experiment and see present boundaries as creative constraints that catalyze future potential.

**Transforming through symbiotic relationships:** We work to develop a shared language and establish trust between all species so all can be engaged in solving problems at their core. We use aesthetics to evoke emotions that create synergies between beings. We work together across sectors, disciplines, backgrounds, cities, borders and generations, to create momentum for the irresistible, aesthetic, inclusive, and sustainable society we all long to be part of.

So, join us in carrying this movement forward by sharing know-how and new perspectives with impact-oriented optimism. Together we can unleash quality of life for people and the planet. Let this movement assure us that a collective and collaborative imagination can and will change the world to an irresistible circular society.



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an irresistible  
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# Circularity

## We unleash a circular mindset

Imagine the feeling of meeting someone that you have an immediate connection with. You get the instant feeling of being interconnected and at the same time curious to get to know more about this person. Their story is like a long road running through the landscape making turns and loops, and your road was just lucky enough to cross and merge with theirs. Imagine a longing to know their past, everything that has been, and the urge to become a part of what is to come. Now that your roads have crossed, you are already written into their story. Even if it is just for a little while, why not leave a positive impact? Who knows, maybe you will meet again. Imagine that this is what a circular mindset feels like. It is not only knowing the story of your surroundings. It is knowing that you are part of their story as they are part of yours, and together this stimulates positive change.



### This is how we work with circularity

- We are aware that what we need to sow today will be harvested not by us, but by generations to come.
- We work to make circular processes visible and accessible for all local actors.
- We focus on identifying the remaining barriers to the implementation of circular solutions and collaborate broadly to solve these together.





# Belonging

## We nurture a sense of place

Imagine the feeling of a parent's warm embrace. Imagine laying your head against their chest, following the movements of the deep and calming breathing as their chest raises and lowers. You feel the boundaries from where they end and you begin dissolving. You become one. You do not question your place in the world at this very moment. You feel like you could run through the forest at night, not scared of the dark, because you have a fundamental trust in your right to be in this place. Imagine that this is the feeling of belonging. It is when you feel that a place physically, emotionally, and socially allows you to just be. When the place invites you to shape it and gives you the courage to leave your mark. We are shaped by places as they are shaped by us. This makes us belong.



### This is how we work with belonging

- We understand the power of mutual trust and embrace patience in transformation processes.
- We make our senses like hearing, tasting, and smelling just as important as rationality.
- We nurture strong connections to and care for; material and immaterial things as well as humans and non-humans.



# Biodiversity

## We embrace a multispecies perspective

Imagine, sitting in a courtroom, defending a tree in a rainforest about to be beheaded and thereby potentially disturbing a delicate balance that has been developed throughout the last 3.8 billion years. How would you favour the ruling? Imagine if we knew nature rights as we know human rights. Imagine if we valued and considered the perspectives of humans and non-humans equally. What if we extended principles of justice, participation, empathy, and inclusion so vital to our human race to all other species that work to keep us all in balance on a thriving planet? That is what embracing a multispecies perspective entails.



### This is how we work with biodiversity

- We represent all human and non-human species when we make decisions in transformation processes.
- We use the means of art, architecture, and design to ensure that spaces have a quality and the prerequisites that enable all species present to live and flourish.
- We ensure a holistic perspective, where individual well-being can only be measured in relation to the collective well-being.





# Movement

## We give agency to all actors

Imagine standing in a big choir listening to all the voices together, leaning into the collective movement of the group, and then noticing your own voice. When all the voices come together you feel uplifted, like the voices are carrying you off the ground and giving you the courage to sing louder and more confidently. Imagine the breeze of a collective voice surrounding you, making you feel that you are not alone. Imagine that this is the feeling of acting towards an irresistible circular society. You have a voice but you are not alone, you are part of a movement.



### This is how we work with movement

- We emphasise transparent and democratic processes to make activities accessible for all actors.
- We secure awareness about all factors, structures, and actors crucial to creating impactful urban development.
- We cherish a sense of collective responsibility by exploring collaborative forms of governance that can support collective management of shared urban assets.

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# Aesthetics

## We expand the concept of beauty

Imagine running your fingers down the wall of the building you live in. It is all warm from the sun. You feel its comforting embrace. Imagine wanting to hug the building, leaning into its soft curves and inviting colours. You feel drawn to it. Connected to it. You catch your reflection in the window. Instead of seeing a body shape, you see curves of a mountain landscape you once drove through. You see fingerprints in the wood veins of the window frame. You suddenly hear the sounds of the forest your grandmother used to take you to as a child. You see yourself caressing the wood of the window frame and it makes you smile. You look up only to meet the eyes of your neighbour who reciprocates your smile. You both live in the materials of the building and they live within you. Imagine that this is what aesthetics is. It is a sensory experience that brings forth images, emotions, and reflections of ourselves that we want to lean into together.



### This is how we work with aesthetics

- We apply the disciplines of art, architecture, and design through all phases of our work process.
- We integrate the notion of aesthetics in our processes and not just in the end products.
- We expand the value of beauty by making sensory and tactile experiences community-based and inclusive.