

# Invisible architectures: the key to a healthy and thrivable Economy

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The economies we design intimately relate with  
our capacity to achieve a stronger collective  
intelligence.

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Invisible architectures

**Invisible architectures structure and shape the collective social organisms just as genetic coding structures and shapes your body.**



We build social realities through **Language**, and  
**that has a high impact in our social DNA.**

A new world requires new consciousness for its development and a new consciousness parallels to the development of a new language.

Yasuhiko Kemura

Caught in our own words



**Wealth**

**'make a living'**

**Time is money**

**She is BROKE!**

You are in debt', human resources, “competitive positioning” or “marketing strategy” “return on investment”, or market, or raise funds.

"Much of what we believe, and much of what we are trying to change, is rooted in the terminology, the language we use to discuss it.

Dave Pollard

**GIFTIVISM**

'In a gift economy the more you give the  
richer you are'  
- Charles Einsenstein



**MINE**

We need to look at new notions of ownership, property, assets and most specially when its related to the commons.

What kind of language would we use, what concepts would emerge that encompasses more of what wealth truly means?