Attention Limited by human factors

- Yesterday: Attention competing for information
- Today: Inflection point
- Tomorrow: Information competing for attention

Competition for attention growing exponentially

Information growing exponentially
Sender has the power

Receiver has the power
Information is cheap

Attention is expensive
THE NEW YORK TIMES BESTSELLER

THINKING, FAST AND SLOW

DANIEL KAHNEMAN

WINNER OF THE NOBEL PRIZE IN ECONOMICS

"[A] masterpiece . . . This is one of the greatest and most engaging collections of insights into the human mind I have read." —WILLIAM RASTERLY, Financial Times
System 1
Automatic
Quick
Impulsive
Intuitive
Associative
Subconscious

System 2
Attentive
Slow
Considered
Deliberate
Non-associative
Conscious
easy = true
Less is more

— Mies van der Rohe
Elegance is refusal
— Coco Chanel
### Dallas-Ft. Worth (DFW) to Miami International (MIA) 18 Jul 2016

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<th>Destination City</th>
<th>Departure Date</th>
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Always design a thing by considering it in its next larger context – a chair in a room, a room in a house, a house in an environment, an environment in a city plan.

— Eliel Saarinen
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