Good design is a renaissance attitude that combines technology, cognitive science, human need, and beauty to produce something that the world didn't know it was missing. --Paola Antonelli

**Designing for Generosity**

What would the world look like if we designed for generosity? Instead of assuming that people want to simply maximize self-interest, what if our institutions and organizations were built around our deepest motivations? A recent TEDx talk explores this question and introduces the concept of Giftivism: the practice of radically generous acts that change the world. The video is charged with stories of such acts, ranging from: the largest peaceful transfer of land in human history, to a pay-it-forward restaurant, to a 10-year-old's unconventional birthday celebration, and the stunning interaction between a victim and his teenage mugger. With clarity and insight, it details the common threads that run through all these gift manifestations, and invites us to participate through everyday acts of kindness -- in an uplifting global movement.

**Be The Change:**

Engage in an act of giftivism. Do something radically generous, with focus on your inner experience, and observe its ripple effect.