



# Permaculture Journal

peer-reviewed journal for professionals in permanent innovation

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# Economic Model

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- ❖ Lean Start-up
- ❖ Agile Development
- ❖ Legacy Resources
- ❖ Harvesting Primary Production
- ❖ Crowd Funding
- ❖ Co-operative Association Ltd
- ❖ Permaculture Sofa - land based



# Peer-reviewed

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- ❖ Authoritative
- ❖ Quality Assurance
- ❖ Synergy
- ❖ Learning Community



# Content

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- ❖ Science
- ❖ Philosophy
- ❖ Design
- ❖ Aesthetics
- ❖ Cases
- ❖ Editorials



# Science

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**science** |'sɪəns|

*noun*

the intellectual and practical activity encompassing the systematic study of the structure and behavior of the physical and natural world through observation and experiment

- a *systematically organized body of knowledge* on a particular subject
- archaic *knowledge of any kind.*

ORIGIN Middle English (denoting *knowledge*): from Old French, from Latin *scientia*, from *scire* 'know.'



# Science

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- ❖ **Knowing**
- ❖ Doing
- ❖ Being



# Science

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- ❖ Ways of **knowing**
  - ❖ Revelation
  - ❖ Working Theory
- ❖ Traditional Knowledge
- ❖ Modern Knowledge
- ❖ Context & Scope
- ❖ Reality Check



# Science

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- ❖ Working Theory
  - ❖ Physical sciences
  - ❖ Life Sciences
  - ❖ Social Sciences
  - ❖ Design Sciences
- ❖ Revelation
  - ❖ Spiritual Sciences





# Science

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- ❖ Skeptical review
  - ❖ Question Everything
- ❖ Pragmatic application
  - ❖ If It Works, It Works
  - ❖ Nature Is As Nature Does
- ❖ Wholistic
- ❖ Integral



# Philosophy

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**philosophy** | fə'lāsəfē |

noun

the study of the *fundamental nature* of knowledge, reality, and existence.

- a set of views and theories *of a particular philosopher* concerning such study or an aspect of it.
- the study of the *theoretical basis* of a particular branch of knowledge or experience.

ORIGIN Middle English : from Old French *philosophie*, via Latin from Greek *philosophia* 'love of **wisdom**.'



# Philosophy

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- ❖ Permaculture Philosophy
- ❖ Design Philosophy
- ❖ Life Philosophy
  - ❖ Right Livelihood
- ❖ Scale & Scope
- ❖ Permaculture Philosophers



# Design

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**design** | də'zīn |

noun

1 a plan or drawing produced to show the **look and function or workings** of a building, garment, or other object before it is built or made.

2 purpose, planning, or intention that exists or is thought to exist behind an **action, fact, or material object**.

ORIGIN late Middle English: from Latin *designare* 'to designate'. The noun is via French from Italian.



# Design

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- ❖ Shape & Form Leads Function
- ❖ Elements & Systems
- ❖ Objects, Relationships, Structures, Concepts...



# Esthetics

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**esthetics** | es'θetiks |

noun

Concerned with perception or the appreciation of beauty.

A set of principles *underlying and guiding* the work of a particular artist or designer.

ORIGIN late 18th cent. (in the sense [relating to perception by the senses] ): from Greek aisthētikos, from aisthēta 'perceptible things,' from aisthesthai 'perceive.'



# Esthetics

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- ❖ Pleasure In Form And Function
- ❖ Usability
- ❖ Ergonomy
- ❖ Attraction - Repulsion
- ❖ If it *looks*\* good, it must *be* good



# Esthetics

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- ❖ The Form Factor In Nature
- ❖ Shapes, Patterns, Habits
- ❖ Abstractions & Theories
- ❖ Proportions
- ❖ Complexity
- ❖ Symmetry
- ❖ Harmony & Resonance





# Cases

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- ❖ Land-based Designs
- ❖ Constructions
- ❖ Concepts
- ❖ Education



# Editorials

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- ❖ Observations
- ❖ Opinions
- ❖ Reviews
- ❖ Challenges



# Content Profiles

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- ❖ Identifying Properties
- ❖ Grading Properties
- ❖ Lock & Key Matching
- ❖ Verifiable
- ❖ Dynamic



# Technology

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- ❖ Open Source
- ❖ Multi-platform JAVA
- ❖ User Support Base
- ❖ Reference Application: PLoS ONE



# Access

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- ❖ Open Access
- ❖ Creative Commons BY-SA License
- ❖ Free Access



# Contribute

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- ❖ You can contribute *now*
- ❖ Content
- ❖ Review & Editing
- ❖ Support
- ❖ Advisory Working Group
- ❖ Join Co-op



# Review

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- ❖ Wikipedia Model
- ❖ Review & Revision Cycle



# Publish

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- ❖ Articles
- ❖ Letters
- ❖ Designs
- ❖ Research
- ❖ Media
- ❖ Formats







**pj**

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