

Black Swan



TAGLINE:

the shock you can't see coming



PROFILE:

After Taleb, a rare high-impact event that is unpredictable in advance but retrospectively rationalized. In the Menagerie, the Swan is both warning and invitation to hold uncertainty lightly.



GIFT:

expanding the possible



SHADOW:

chaos without a frame



WOULD YOU RATHER:

Would you rather prepare for the one shock you can name, or the many you can't imagine?



What change is coming that we have not named yet?