

Black Sheep



TAGLINE:

belonging or seeing



PROFILE:

The outlier, the misfit signal, the voice dismissed as irrelevant, and often the one most worth listening to. The futures-literate take the Black Sheep seriously.



GIFT:

joyful disruption



SHADOW:

being dismissed



WOULD YOU RATHER:

Would you rather know something no one else knows, or belong to something no one else understands?



What playful disruption wants to emerge?