

Epic Decade announces the formation of Curiosity & Co., launching a new era of century-scale systems design

Founder Seth Goldenberg and Managing Partner James F. Blom join forces to develop Curiosity & Co's portfolio strategy along with Curiosity & Co's asset management and growth equity partnerships

AUGUST 24, 2022 - Today, the Epic Decade design studio celebrates its 12th anniversary by forming a holding company to manage, develop, and scale its portfolio of innovation assets.

Curiosity & Co. harnesses the power of *Radical Curiosity* to design and build transformative businesses and cultural change models for flourishing futures. Based on the rural island of Jamestown, Rhode Island and working globally in nearly every sector - Curiosity & Co. welcomes James F. Blom as a Managing Partner and Chief Growth Officer.

The combination of Founder Seth Goldenberg's pioneering work in experience design and social systems design with James F. Blom's expertise in building ecosystems through global technology partnerships and alliances, merges two critical expertise that rarely intersect. Curiosity & Co's expansion comes at a time when society is going through an operating system reboot, catalyzed by multiple existential crises and the cost burden of social systems failure.

Curiosity & Co. has been engaged in critical new investments, bringing a series of new ventures to fruition. Beginning with the acquisition and development of its flagship property, the **Curiosity Store** at 14 Narragansett Ave. as a literary, culinary, and arts experience center advancing new models for social cohesion within the southern Rhode Island oceanside community.

Seven months after opening Curiosity Store, Curiosity & Co. announced the acquisition and development of 5 Clinton Ave. as the launchpad of **CSA House** - a food ecosystems research + design lab leveraging regenerative design to develop new models of community supported aliveness.



These two signature ventures represent the expansion of a pipeline of investments, acquisitions, development strategies, and the integrated curation of new community centered models of systems for aliveness - which impact multi-generational, shared value-based, civic + health social systems.

At Curiosity & Co. we believe that community is the most valuable outcome of the practice of design. Communities are social, cultural, economic, and ecological marketplaces that don't "just happen". They are complex expressions of whole social systems design. Resilient, healthy communities are the result of processes such as civic imagination, participatory long-term thinking, local & regional supply chain architecture, values-based policy communication, and collective action. Creating new marketplaces and developer communities through shared purpose, mission and vision.

The predominant 20th century capital business model has historically focused on the individual as the exclusive customer or stakeholder. Designing for the next century organizations, products, and services will need to be architected and focused on the shared, collective and distributed needs of the community.

Curiosity & Co. has been established to be a generative ventures investment firm, an inquiry incubator, a systems innovation accelerator, a business model publisher, and a social movement of members celebrating aliveness as the primary currency of the 21st century. It's time for a new approach to systems design where community supported aliveness is the central code to the operating system.

Founder + CEO, Seth Goldenberg, on Blom's partnership with his firm said:

"Jim brings an extraordinary wealth of knowledge and experience leveraging agile technologies, strengthening supply chains, and improving outcomes in healthcare systems. Crucial centers of excellence for emerging ventures here at Curiosity & Co. But equally important, he has become a welcome ally with the audacity to shake things up. We both believe we must question all of our assumptions and redesign every facet of public life for the century ahead."

Over nearly three decades Jim Blom has led business and corporate development collaborating with a diverse set of industrial and technology leaders ranging from Compaq, The Carlyle Group companies, Ericsson, Google, Lockheed, Microsoft, Facebook, Rakuten, Raytheon & Softbank Robotics. Through these experiences he has developed a unique ability to build, scale, and operate global alliances and partnerships that blend corporate development, asset management, and strategic investment for values-centric value creation.

"Since meeting Seth nearly, a year ago, we've invested the time, trust, and trajectory of a shared vision. The growth of Curiosity & Co. as a diverse ecosystem of channels to help executives, organizations and communities take the reins during an era of uncertainty and deploy proven methods, learn from breakthrough models, and engage in growth ventures for creating a flourishing future is a distinct privilege. The movement that Seth begun more than a decade ago is turning a catalytic corner. My role is to bring my experience scaling assets, systems, and entities to create exponential impact."

About Epic Decade

Epic Decade is an experience design, systems design, and generative storytelling studio leveraging the power of design as a catalyst for cultural change. The studio has worked with nearly 30 of the Fortune 500 companies, leading non-profit organizations, and regional governments such as Apple, American Express, Boston University, and the State of Rhode Island to envision future business models and rethink our social systems. The studio is highly regarded for its Ideas Salons, custom-designed exclusive retreats and conferences that invite leaders to ask the most essential questions of our time. The salon leadership community includes more than 3,000 VIP guests ranging from Nobel Prize winners to US Senators to executives from organizations such as Apple, Google, Disney, Oprah Winfrey Network, Mercedes Benz, IBM, Microsoft, Pfizer, Harvard University, Kaiser Permanente, PepsiCo, AbinBev, the Department of Defense and more. Epic Decade was founded by Seth Goldenberg after a series of leadership roles including at Bruce Mau Design where he collaborated with Oprah Winfrey Network, Microsoft, and the cities of Denver and Liverpool as well as founding and curating Dialog:City, a civic art and design festival for the President Obama 2008 Democratic National Convention.

To learn more about Curiosity & Co., please email amanda.rock@epicdecade.com