

# Web content in perpetual motion

As humans we're united by our restlessness, that eternal struggle to reach the horizon just to experience or deliver something new. We can't help but strive to explore ideas, to build, shape and re-shape things to achieve increased efficiency and beauty. It's precisely how we've managed to dominate this planet of ours.

So how, in this modern world of furious digital content production and management, can we encourage and harness this inherent drive to create and analyse? How about we bring a sense of order and perpetual motion to proceedings?

