2011

Front Matter

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DATUM | FORM
I am concerned that some of you think that this is another conventional design studio where you are supposed to reinvent the wheel, have the idea of the millennium or, in other words, fall once again into the trap that faculty always sets for you an exercise in critical paralysis that positively hampers design.

**DESIGN IS WHAT YOU DO, NOT WHAT YOU THINK.**

This is not another exercise in regressive history theory and criticism. This is not another exercise in rule-bound propriety. This is not another exercise in designing a mask of tired transgression. This is not another exercise of disgusting vacuity in digital glitz. This is not another exercise in the boringly banal. This is not another exercise in the architecture of discipline and punish. This is not another exercise in trivialization of design.

**Da Da is Dead**

It is time to do your own thing my dear students. All you really have to do for this studio is critically regard your own work. It embodies an attitude, a designerly way of thinking. It has content substance uncontainable by the rhetorical form. It needs to be edited. You need to design a voice, You need to design a vision. You need to research yourself. You need to design something your culture wants. Intellectual masturbation is no fun.

**Get Real**

I am real

I am responsible for the quality of the design environment. Little has a more negative effect on those who want to design than those who will not. The latter can get a passing grade today for their evacuating the studio.

Triage may be necessary. They shoot horses, don't they?

**In any event**

Love and Kisses,

Charlie
I AM CONCERNED
THAT SOME OF YOU THINK THAT THIS IS ANOTHER CONVENTIONAL DESIGN STUDIO WHERE
YOU ARE SUPPOSED TO REINVENT THE WHEEL HAVE THE IDEA OF THE MILLENNIUM OR, IN
OTHER WORDS, FALL ONCE AGAIN INTO THE TRAP THAT FACULTY ALWAYS SETS FOR YOU
AN EXERCISE IN CRITICAL PARALYSIS THAT POSITIVELY HANDICAPS DESIGN.
DESIGN IS WHAT YOU DO
NOT WHAT YOU THINK
THIS IS NOT ANOTHER EXERCISE IN RECAPTIVE HISTORY THEORY AND CRITICISM. THIS IS NOT ANOTHER
EXERCISE IN RULE FOUND PROPRIETY. THIS IS NOT ANOTHER EXERCISE IN DESIGNING A MASK OF
TRIVIAL TRANSGRESSION. THIS IS NOT ANOTHER EXERCISE OF DISGUISE, VACUITY IN DIGITAL BUNK. THIS
IS NOT ANOTHER EXERCISE IN THE BORINGLY SIMPLE, THIS IS NOT ANOTHER EXERCISE IN THE ARCHITEC-
TURE OF DISCOURSE AND PUNISH THIS IS NOT ANOTHER EXERCISE IN THE TRIVIALIZATION OF DESIGN.
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THANK YOU

To everyone who helped in allowing this book to happen we are indebted to you. You might never understand how important it is for us to create this book, and to have your support allows us to physically bring it into being.

We'd like to specifically thank

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DESIGN COUNCIL

as well as

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Also thank you to all of those who have already started donating towards our next issue. We can be confident that the energy we invest will be shared with our peers, as well as the profession.