

Until recently I have been becoming comfortable with the idea of myself as a designer. I now know I have the skill and knowledge to do what I want with design: change it. I am seeking to redefine the idea of designer. It is simply not enough. Design should be helping the world communicate, helping us to think about the world we live in, helping those who need a voice. Design should be pushing boundaries. It is public art: democratic, freely seen, and available. This gives designers the power to reach and effect the world. As Seth Price writes in his essay Dispersion: "Suppose an artist were to release the work directly into a system that depends on reproduction and distribution for its substance, a model that encourages contamination, borrowing, stealing, and horizontal blur? The art system usually corrals errant works, but how could it recoup thousands of freely circulating paperbacks?" I will take advantage of this.

In my work I always try to start with research and conceptual process. I consider what I want to achieve and let the structure and history of what I am aiming for inform how I design. 'Appropriate' seems like a boring word, but when it comes to design I love it and find that it helps me push my design to more interesting and experimental territory. I will only use what is appropriate for the design.

By making sure I do only what is intrinsic, I can develop the things I work with further. I define the content, and then look up it's history, etymology, etcetera, allowing me to discover the whole world from that specific subject's point of view.

My work does nothing more than it needs to. It is often quiet, textural, muted, spacious, tight, and thoughtful. I don't need to show off, I don't need the grid to tell me how to design. I don't need my pieces to be about me. They speak of themselves and for themselves.

In addition to moving towards a more conceptual, variably appropriate design aesthetic, I am beginning to redefine my idea of perfection. I believe this ties into the conceptual process. If I simply can't get something to work, I need to redefine it. I will find a context in which it is appropriate and exploit it. It will be beneficial to the design. Everything does not need to be perfect. Everything just needs its place.

Overall, I believe design is loose, fluid, and powerful. Anything can become design. It can be sensory, time based, community-based. It must be contingent upon the world, effect the world. I want design to reject traditional modernism: I don't want objects, I don't want autonomy, I want communication! I want the world in discussion!