

Fisherman do not make fish, they make the net, look at the weather, get in a boat and catch them

Designers do not make products, they make the process. Products are discovered - they are the outcomes of a process.























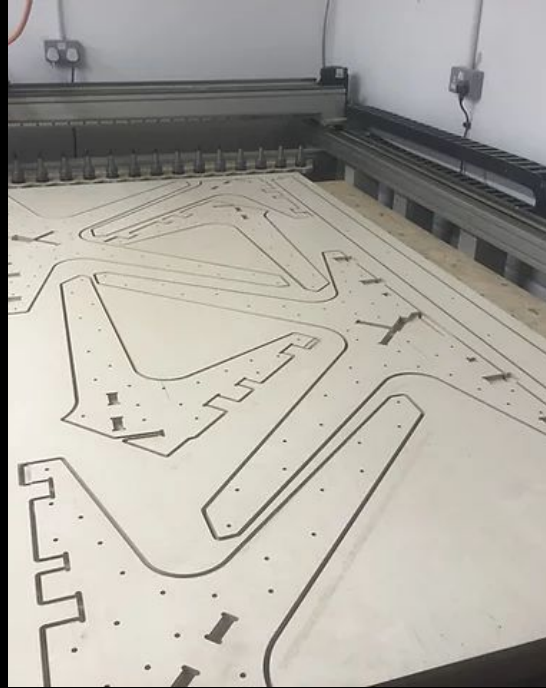
<https://vimeo.com/48942034>



<https://www.youtube.com/watch?v=F3dZfSzCI-4>



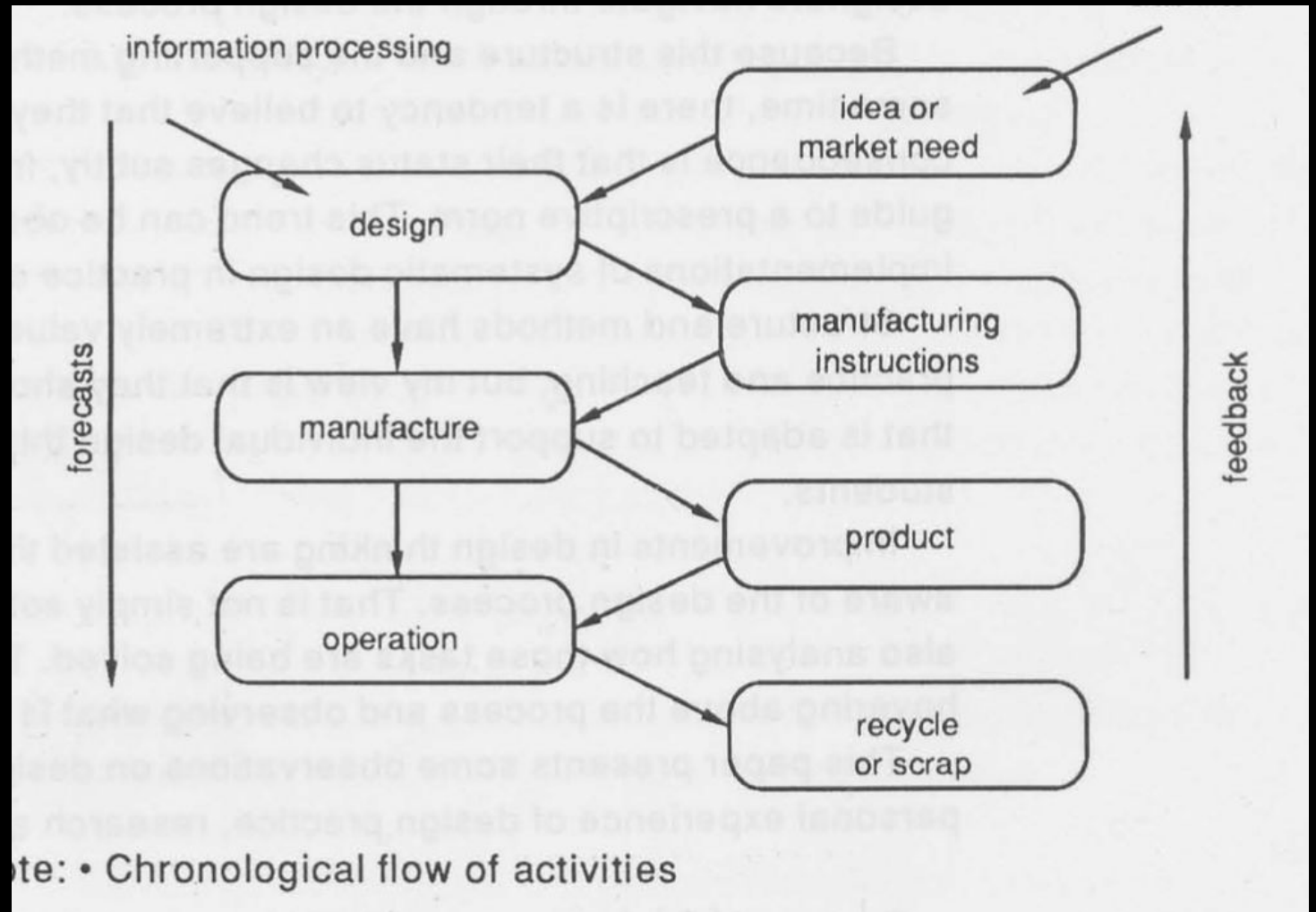
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<https://www.youtube.com/watch?v=F3dZfSzCI-4>

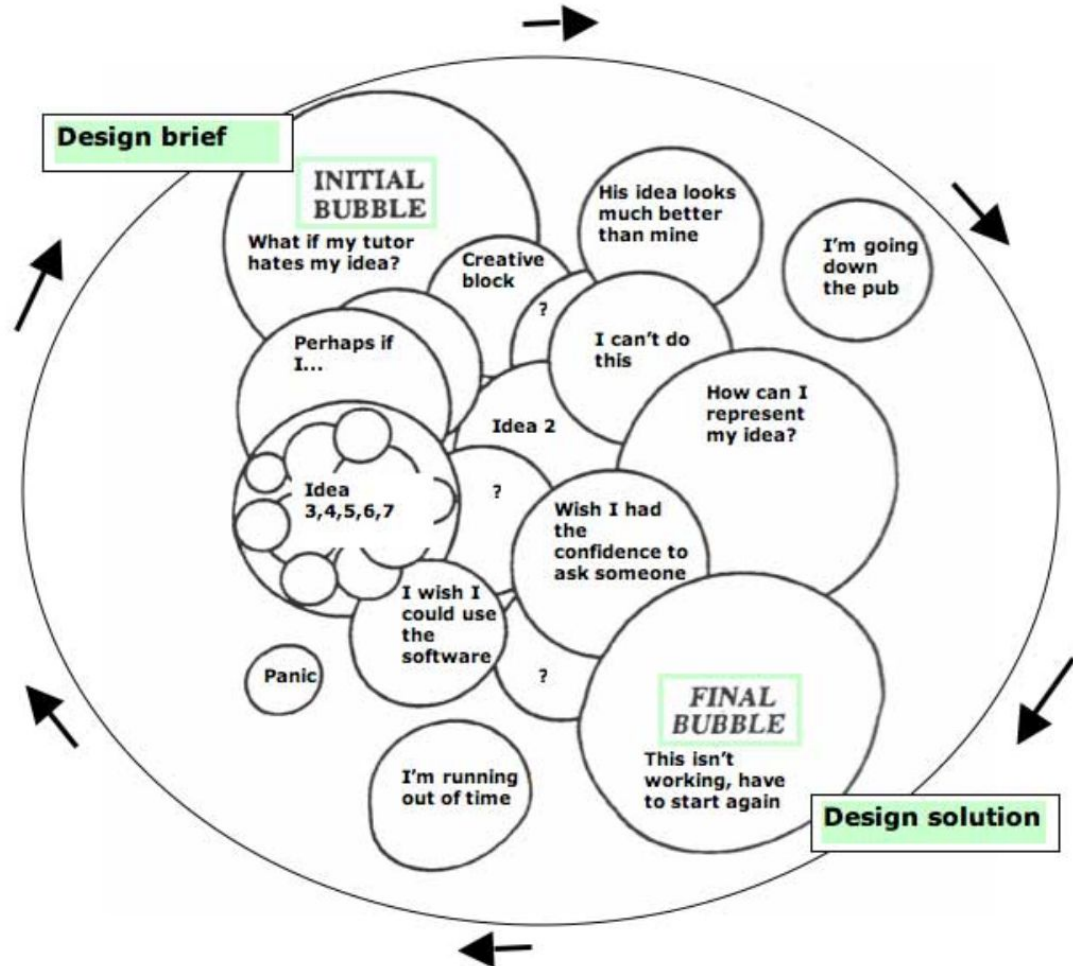
Diagrams are  
abstractions  
not  
instructions

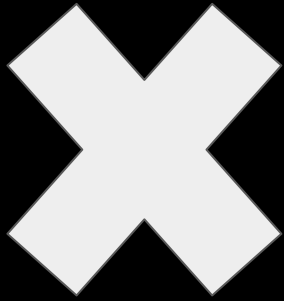
It is a map not  
directions





Being ok with getting lost in the uncertainty of process is fundamental to design.

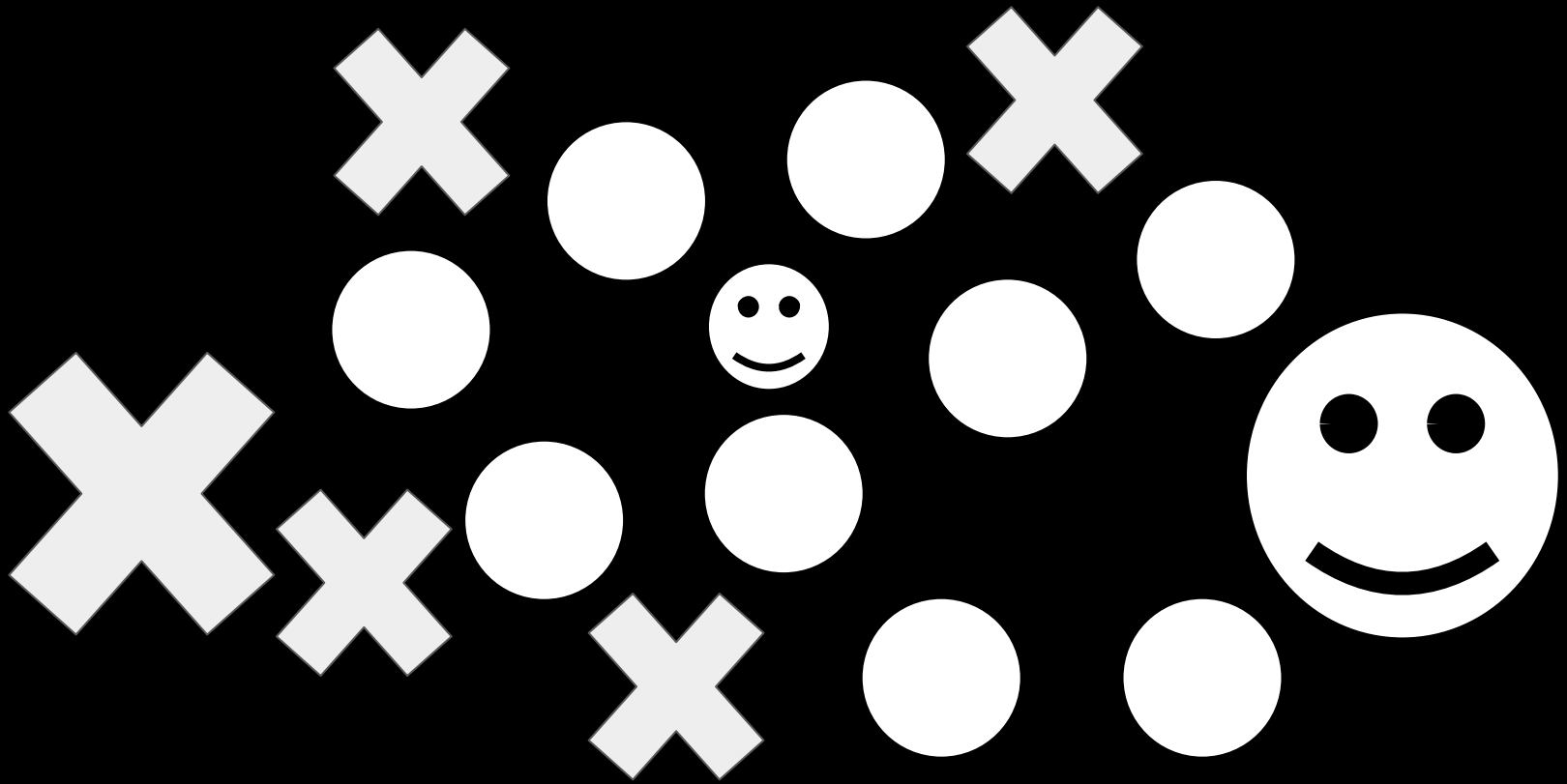




Design is not about Solving Problems





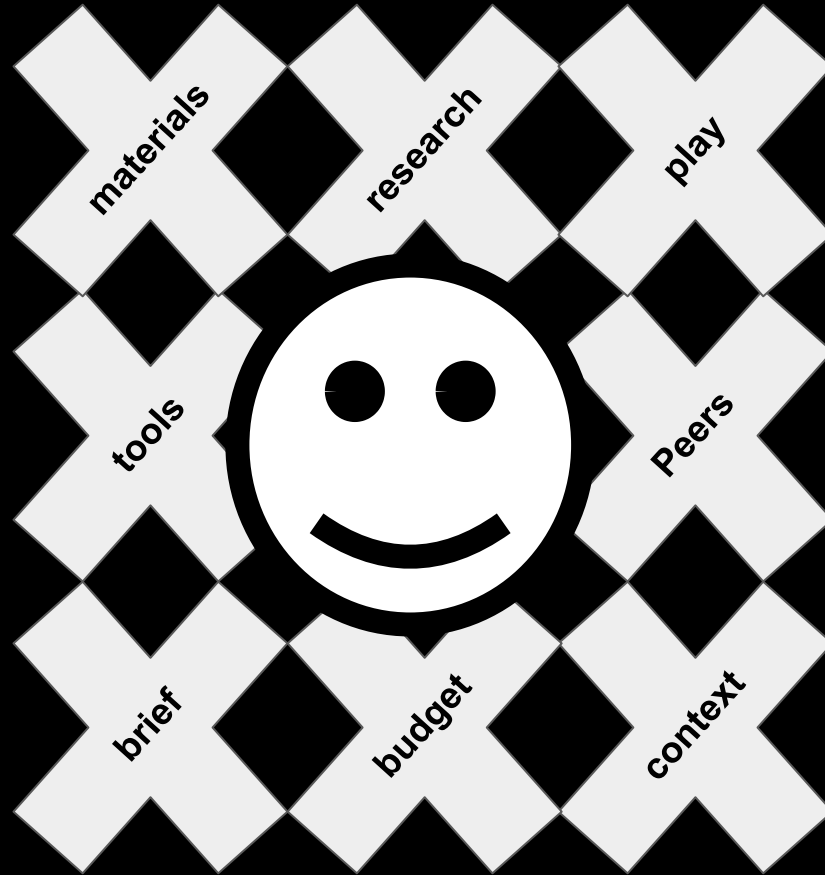


It is about exploring problem situations and discovering solution paths

The problem forms  
part of a net for you  
to catch one of many  
solutions...

The problem gives  
you some threads  
and you construct  
the rest with your  
own choices.

You then PLAY.





“I think the center of design is the thought process, the true motivation, the passion, not what’s behind a pretty form, a beautiful drawing.”



– Konstantin Grcic

