

# The Design Manifesto of Helen Anderson

*My principles laid out in BLACK and*

should cause  
**epiphanies.**  
It should  
make you  
**look at**  
the world  
in ways  
you never  
thought  
possible  
and **find**  
things you  
didn't know

# Excellent Design

The white space is as important  
The valleys  
are as vital as  
the mountains.  
No space  
is truly empty.  
A hole is not an  
absence,  
but a  
presence.

both walls and corridors.

*Everything we make*

resonant. Each of its components  
should be able to be remade, recycled, repurposed,

Celebrate the **liminal**:

the windows, the stairways, the doorjambs.

Celebrate the **hidden**:

the inside of the shirt, the bulb behind the lampshade, the pegs that fasten the table.

Celebrate the **journey**:

the turn of a handle, the point of the pen on the page, the brief, liberating moment between standing up and sitting down when you let go and trust the chair to catch you.

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Don't pour them out like sugar into your coffee. Use them like cayenne pepper: sparingly, with purpose. And if there's the slightest chance that, somewhere, a fourth grader is writing a book report in the **font** you're *using*, choose another.

**Make only things that you wouldn't want to live without.**