Innovate to Inspire…
The future of design is the design of life…

As we step into the world of design, conjuring imagination into reality, we try to find what we are looking for. In most cases, we try to find what we think others are looking for. The quest to our destinations usually starts with the question - Why? Why create a design in the first place? Why solve a problem? Why try to improve something? The answers, sometimes easy to find, sometimes hard, sometimes not found at all, help us to begin the design process. Design is an art, a form of expression, a channel to communicate, a way of being. The art of design they say, in a way we are all artists, aren't we? Artists trying to design our lives, eventually trying to find peace and contentment.

How easy it is to design lives? The better question would probably be - how to design lives that are so different from each other? How to design anything when there can be so many different perspectives on one subject? Even a bunch of professional designers working for Herman Miller, who do pretty much the same work, have different perspectives on design. For instance, Yves Béhar compares design to improvisational jazz, much like surfing, the peaceful focus required to make quick to-the-minute decisions. Don Chadwick claims the camera to be an extension of the eyes, to be able to see what people don't see and to decide what is absolutely necessary and what is not. Irving Harper, who worked with something as simple as paper, by cutting it and gluing it into glorious art designs, all with the images he saw with his mind. Gianfranco Zaccai explained that design was more about the experience, much like a dining experience, it isn't just the look and taste and quality of the food but the whole experience of enjoying the meal.

Looking through the eyes of different designers, we see the same thing but in different forms, the search for peace and contentment. The whole objective is to find that sense of equilibrium, no matter what the environment is, whether it is the salty waves of the ocean under the sun or a hill top with a view that makes you forget all the nitty-gritty bits of life. There might be many perspectives, even opposing ones, but the objective of a designer is to find the right balance to get the best of a design. It is all about that one moment of life that is captured by a design, that makes a person forget everything else, the break that allows the mind to refresh but also allows peaceful focus on the design, in common terms what one might call a delightful user experience. Innovations are built on designs, designs that inspire users to use products, designs that give users little moments of joy, experiences that become a better part of their lives. The future of design is to design lives with such moments of peaceful satisfaction. Challenging as it may seem, this is where I feel the world of user experience is headed.

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