

## Why DESIGN

One's thoughts and actions do not simply manifest themselves from abstraction into existence. They are actually reactions to experiences which have happened upon the body in balance with the theory that every action has an equal and opposite reaction. The form they take is based on the perspective of the individual. One's perspective is altered (I did not say "changes" because that would not convey the reactionary nature of one's perception), by the evolution of core thoughts and beliefs to which we cling in efforts to explain and understand our existence. These beliefs are affected by our respective upbringings, pop culture, and notable experiences in our lives. This all stems from the architecture of the brain, and thus one's perception, being based upon sensory stimuli. Our output (actions, thoughts, expressions), therefore, is based directly upon the amount and nature of the input received by the body's sensory systems (sight, smell, taste, hearing, and touch).

It is sight that I believe to be the dominant sense because it seems to code and sort our thoughts and actions for storage until later recall. I believe the process of design is a further attempt of people to structure their surroundings and ultimately their perceptions and lives to personal preferences and/or what they believe will be the most conducive to their goals. The ideals of design to me are to mirror the beauty, simplicity, and functionality of nature. Therefore, it is to this pursuit which I would like to strive. I also believe that since every tactile object was designed by someone, the realm of possibilities for this profession is as infinite as the mind allows or is capable of. It is here where I believe I have found my niche, and it is my hope and goal that as I age and my perspective evolves, I may instill in my work some of my personal beliefs and suppositions of nature, the world and existence itself. This attribute of design allows people to communicate without words and in a sense see the thoughts of the creator/designer in concrete form. It is this functionality based on purpose and pure, expressive communication that I believe to be the beautiful nexus which is "design."