

Design Manifesto 510 words

Design is boring.

Design is boring. Design has lost its depth. Design has conformed to a world full of minimalism and innovation is fading. A stool has now become a circle with legs, a sofa is now a fluffy box, a table is a wooden square. Its time to bring back exciting creations that are full of life.

Design should be felt. Being surprised or challenged by a design makes the user feel something towards it. We should design with the intention to not only solve a problem, but add to the experience. Over-optimisation has plagued our designers. Embracing imperfections, playing with unconventional scopes and exploring new breadths of design is what's needed to bring back what we once had, thoughtful design full of character and personality.

There's no denying that the simple designs are consumed very easily. Starting with a quick, cheap, and easy manufacturing process to being sold by the thousands, there's no doubt that minimalism sells well. But, why does it have to be minimalistic? Why can't we have intricate products that sell to be treasured? We can combine these two dynamics to produce thoughtful products to be sold on a larger scale.

We are drowning in imitation, with endless copies of what's trending. Designs should push boundaries and open up new possibilities, not be stuck in a cycle of what's already been done.

Aesthetics is important to the composition of a product, but the functionality is also important. Having elements of design where it can be interacted with in a unique way adds to the experience of the product and can show that aesthetics and functionality can work hand in hand to make a coherent, interesting product. Alongside this, we should pull inspiration from diversity in product designing. The uniformity of basic shapes with basic fixtures has little distinctiveness. Diversity in design is important to foster creativity and inclusivity that can be pulled from the real world and represent those of diverse cultures, identities, and lifestyles. People don't want products that just look good and have basic functions, they want products that can intrigue them.

My aim as a designer is to stop conforming to the boring norms and go beyond what's comfortable, explore new forms and disrupt the preconceived design parameters.

I will commit to experimentation, taking inspiration from historical designs to create innovative and unique future products with functionality and purpose.

I will make design human again. Design should reflect the world and diversity, not flatten it.

I refuse to design products that will continue to be another minimalist item on the market, that fades into the background and plays it safe. I am here to create work that stands out and offer new experiences to consumers.

This manifesto is a call to designers to open their eyes to the possibilities that are in front of them. To not hide on the sidelines. To not stick to the boringness of modern-day design. Let's leave behind the cookie-cutters and revive bold and boundary-breaking design. A world where design can inspire and bring back the thrill of the possibilities.