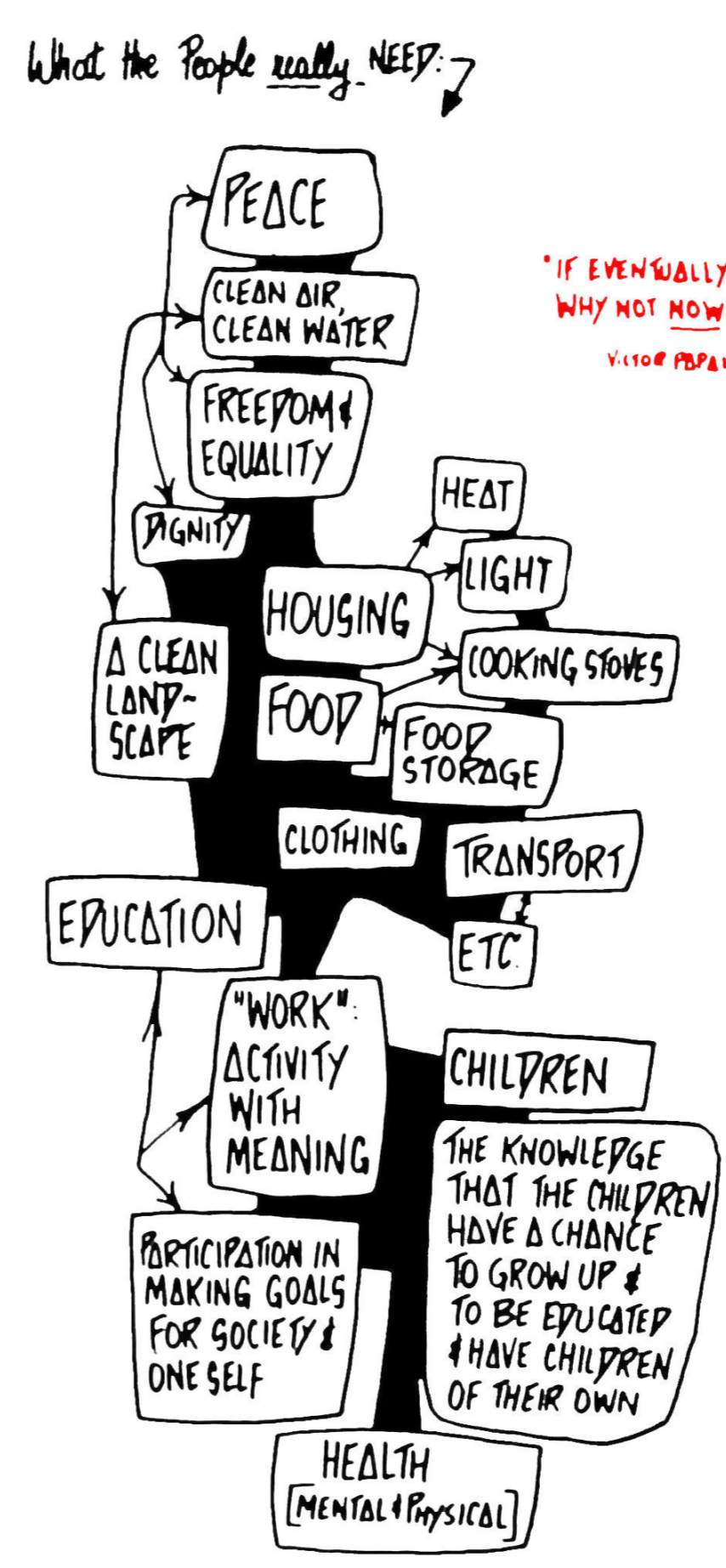


ALL OF US LIE IN THE GUTTER, BUT SOME OF US ARE LOOKING AT THE STARS. OSCAR WILDE

\*"BLINDNESS" JUST AS ONE EXAMPLE INCLUDES BOTH DICHOTOMOUS & TRICHOTOMOUS COLOUR-BLINDNESS, GLAUKHOMA, TRACHOMA, CATARACTS, ANYTHING LESS THAN 20/20 VISION [IN THIS CHART].

"SOME MEN SEE THINGS AS THEY ARE AND SAY, WHY? I DREAM THINGS THAT NEVER WERE AND SAY, WHY NOT?" ROBERT F. KENNEDY



Random thoughts + add what you like:

"IF EVENTUALLY, WHY NOT NOW?" VICTOR PAPANIKAS

"WE ARE NOT REHEARSING FINAL GESTURES, WE WANT LIFE AND WE SHALL DEFEND IT." ONE

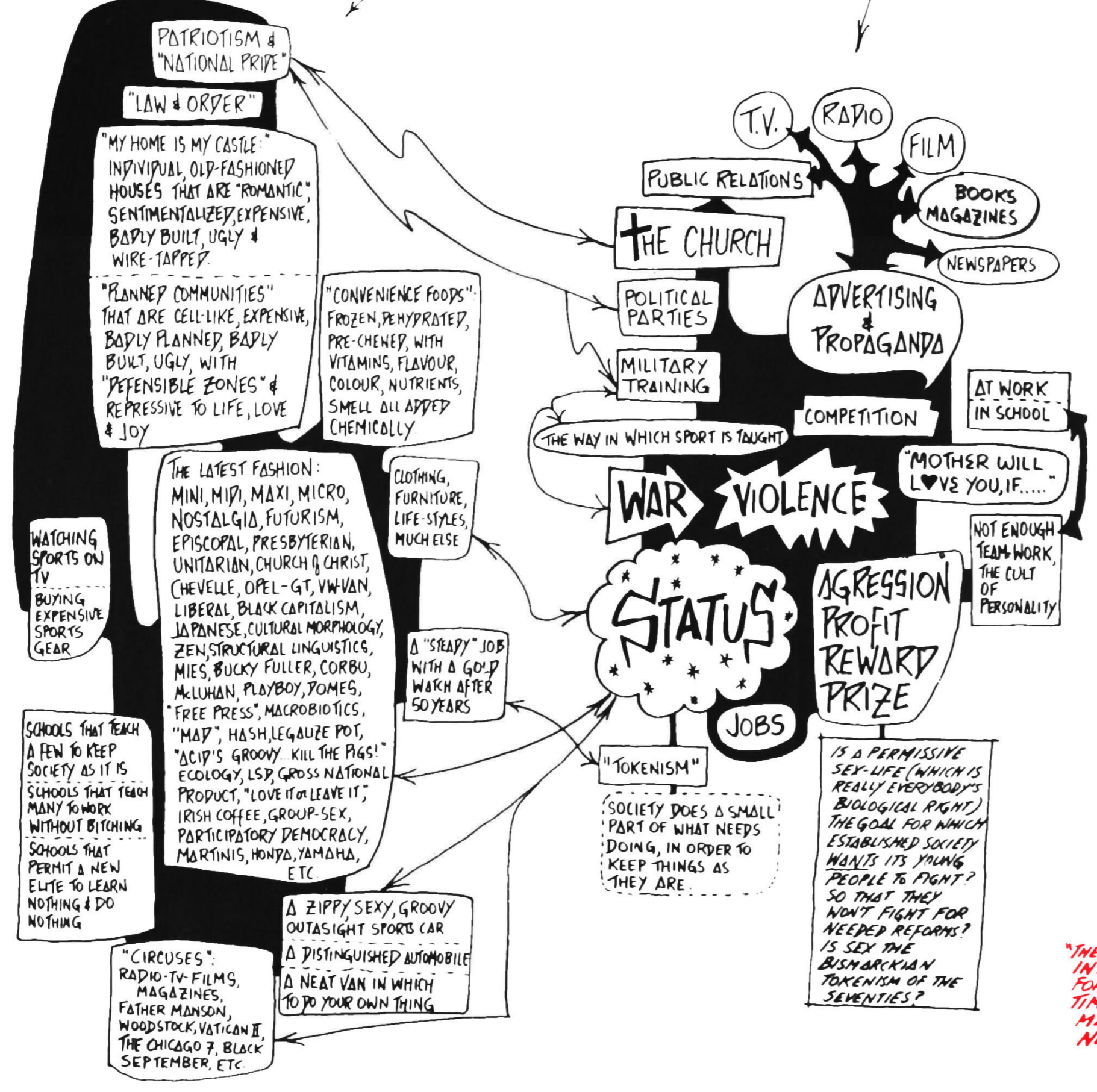
"It is not enough to allow dissent. We must sometimes force there is much to dissent from..." ROBERT F. KENNEDY

WE SEEM TO BE DESIGNING EXCLUSIVELY FOR THE OLD, THE FAT, THE RICH, THE WHITE, THE POWERFUL, THE ONES WHO MANAGED TO GET US INTO EVERY SINGLE MESS AND FRIGHTFULNESS MANKIND HAS SO FAR EXPERIENCED? TO CREATE LIPSTICK FOR HONEST WHORES IS ONE THING, BUT TO DEPORITIZE HER PIMP IS ANOTHER.

"We want to create a world in which love is more possible." CARL GUSTAV JUNG

**What the People are told they NEED/WANT:**

**How false goals are achieved:**



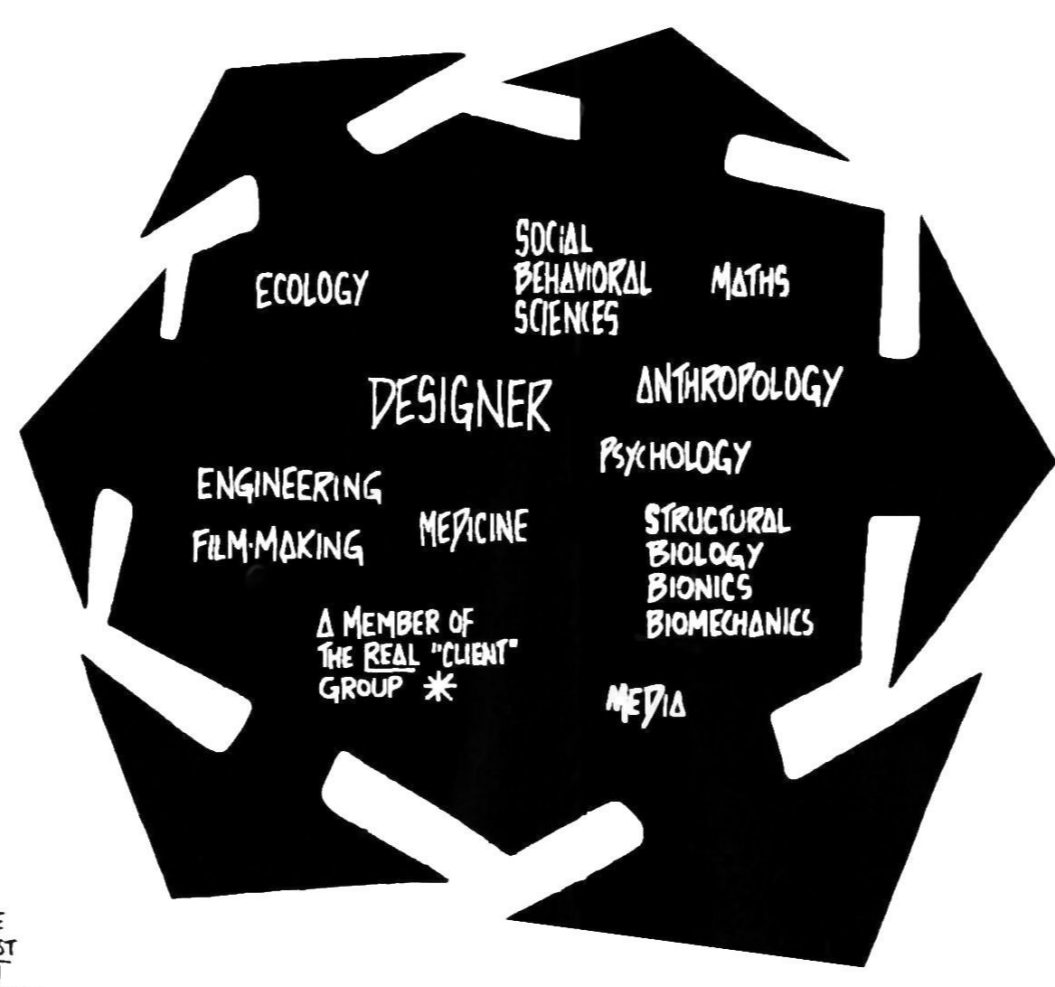
"GOOD TASTE" IS AN INVENTION OF MERCHANTS, DESIGN AND FOLK-ART DON'T HAVE IT. "GOOD TASTE" IS TO CREATE FASHION FOR PROFIT

The Minimal Design Team

We have no art, we just do things as well as we can. BALINESE PROVERB

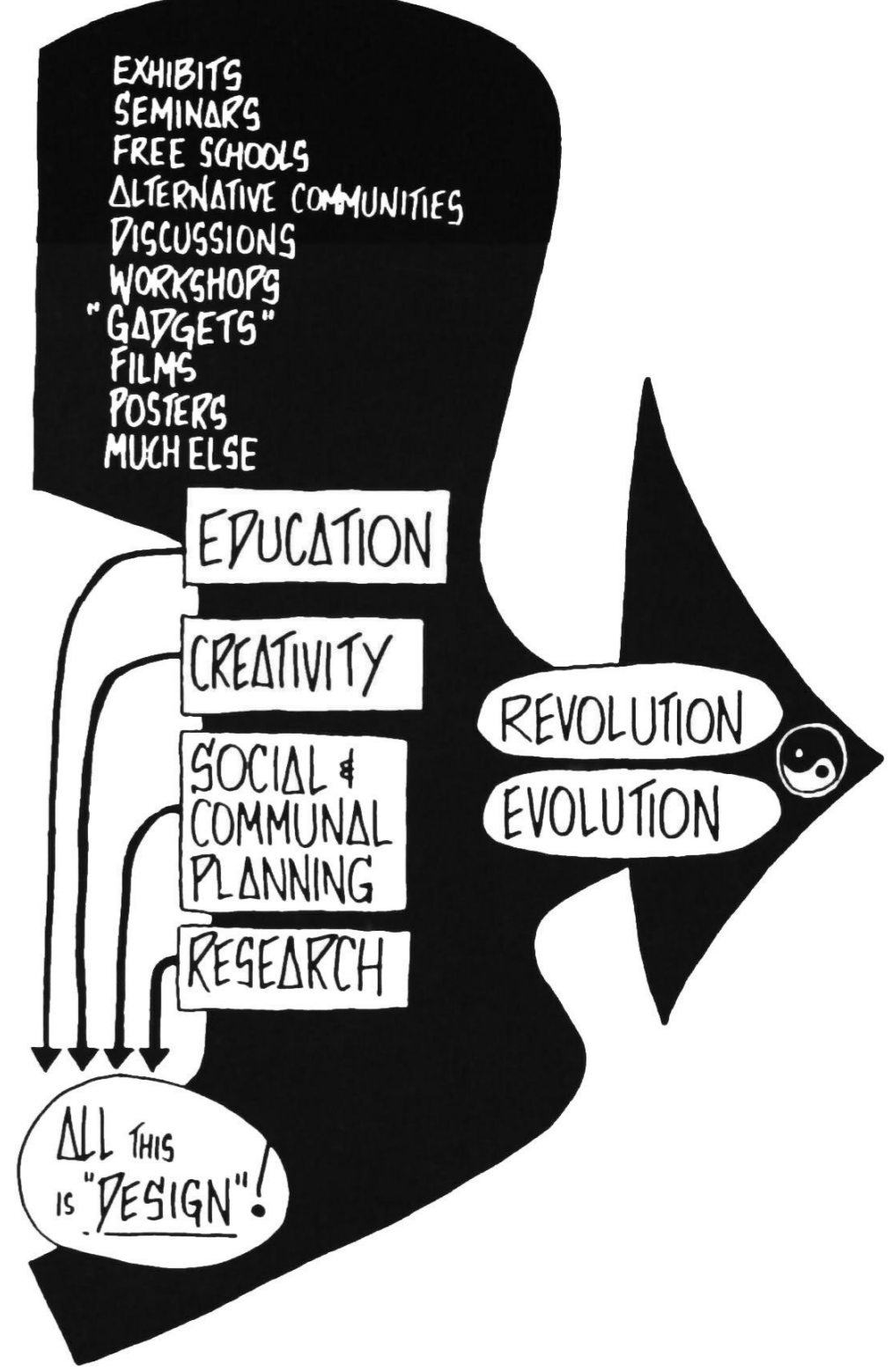
"WHEN YOU MAKE A THING, A THING THAT IS NEW, IT IS SO COMPLICATED TO MAKE IT THAT IT IS BOUND TO BE UGLY BUT THOSE THAT DO IT AFTER YOU THEY DON'T HAVE TO WORRY ABOUT MAKING IT, SO THEY CAN MAKE IT PRETTY, AND EVERYONE CAN LIKE IT, WHEN THE OTHERS MAKE IT AFTER YOU" PRASSO

\*THE PEOPLE FOR WHOM THE DESIGN TEAM WORKS MUST BE PART OF THE DESIGN TEAM: IF YOU'RE NOT PART OF THE OWNER, YOU'RE PART OF THE PROBLEM" EDUARDO CLEVER



**How real goals are prevented:**

**How to change this:**



"THE HOTTEST PLACES IN HELL ARE RESERVED FOR THOSE WHO IN A TIME OF GREAT CRISIS, MAINTAIN THEIR NEUTRALITY." JOHN F. KENNEDY

"YOU HAVE TO MAKE UP YOUR MIND EITHER TO MAKE MONEY OR TO MAKE SENSE, IF YOU WANT TO BE A DESIGNER." BUCKY FULLER

"TELLING LIES TO THE YOUNG IS WRONG PROVING TO THEM THAT LIES ARE TRUE IS WRONG THE YOUNG KNOW WHAT YOU MEAN. THE YOUNG ARE PEOPLE. TELL THEM THE DIFFICULTIES CAN'T BE COUNTERED AND LET THEM SEE NOT ONLY WHAT WILL BE BUT SEE WITH CLARITY THESE PRESENT TIMES" YEMGENY YEVUSHENKO

ALL PEOPLE ARE "HANDICAPPED" IN SOME WAY, FOR AT LEAST PART OF THEIR LIVES. AS DESIGNERS WE MUST FIND THEIR REAL NEEDS.

HOW HAVE OTHER SOCIETIES LIVED IN THE PAST? HOW ARE OTHER SOCIETIES LIVING IN OTHER PARTS OF THE WORLD? HAS THIS PROBLEM ALREADY BEEN SOLVED SOMEWHERE OR SOMEWHEN ELSE?

VICTOR PAPANIKAS

"BIG CHARACTER" POSTER NO.1 WORK CHART FOR DESIGNERS.