



The absence of design by necessity is a hazardous kind of design. Not to design is to suffer the costly consequences of design by default. There is a cry for a change in the way we design, design think and sell design. A cry to designers for a better understanding of the differences between needs and wants in design.



## CU/ture

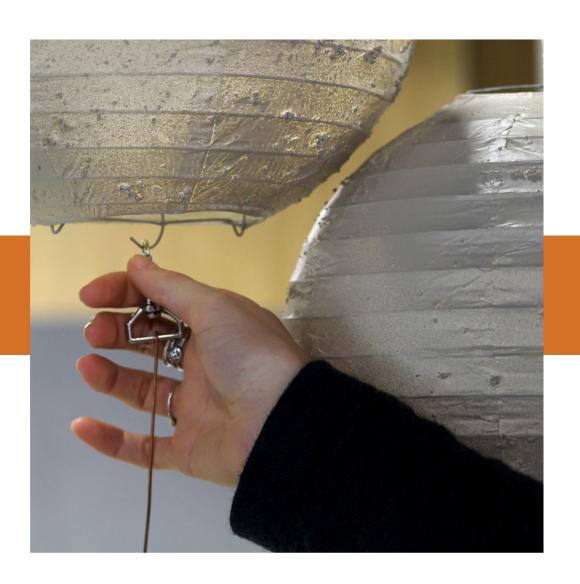


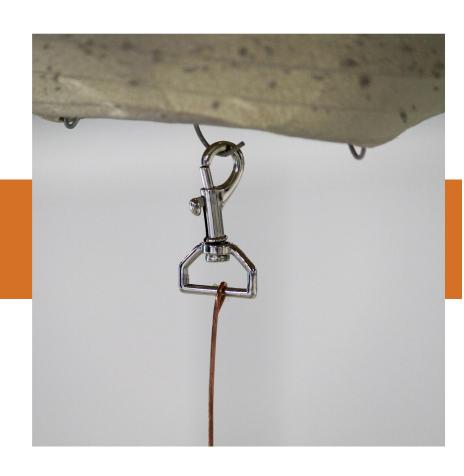




## community







As a society of designers, together we can **SUCCESSFULLY** design for a change. Design not for design-sake. Design for others. Design for necessity.