

DWVG

International Interactive Independent
Design Work Group

for
Automatic Applied Architecture

Agriculture Age
Industrial Age
Information Age
Conceptual age

We don't have a good language to talk about this kind of thing. In most people's vocabularies, design means veneer.

But to me, nothing could be further from the meaning of design.

Design is the fundamental soul
of a man-made creation.

Steve Jobs

The future fascinate. A place where experience becomes more important than information, truth more important than technology, and ideas the only global currency.

Ralph Ardill, Imagination

the best way to predict
the future is to create :

innovation
over optimisation

personalisation
over standardisation

cybernetic
over hierarchy

freesource
over protection

transformation
over conservation

complexity
over accumulation

evolution
over progress

synthesis
over rationalisation

emotion

over functionality

impulse...

www.designworkgroup.org