

Design Matters

Dictionary definitions of design:

Verb: *to conceive and plan (something) out in the mind;*

Noun: *the arrangement of the elements of a work of art or artefact*

Design is a powerful force. It has the ability to enrich or diminish our lives. Design is all around us in the visual environment. It is all encompassing. But what is it? What is the relationship between art and design? Are they one and the same? Have their roles changed over time?

Drawing on my direct personal experience of having worked with and interviewed a wide range of leading international designers from the world of graphics, advertising, exhibitions, architectural, interiors, product, and fashion design, I will be exploring the role of design in the creative process. Alan Fletcher, internationally renowned graphic designer, once described it as "the art of looking sideways".

This lecture/special interest day is an exploration of the scope of design. Looking at a range of contemporary examples (with stunning visual imagery and cross referencing some historical ones) we will explore the nature of the design process. As a professional art and design historian who has also worked with designers, I will include photographs and amusing anecdotes from my personal archive.