We humans find new uses for every object we use. That makes us part of the evolution - and revolution - of everything we encounter.

You, the designer

By Roy D. Pea

Design is one of the most important activities on the planet. Few would deny it. Design has a reputation as a high art - even mystical - a practice that gives the world diverse artifacts: staplers and toothbrushes, textbooks, spreadsheet software, cold medications, schools, handheld computers, and even the space shuttles. Whether it is the razor thin Apple iPod nano - which seems impossibly functional, with its high-resolution color photos and music storage that defies imagination for the iPod's size - or the sleek lines and power of the BMW Z4 Roadster 3.0i, the designer rules.

We know from the recent crush of books on the importance of design, from the likes of Tom Kelley's The Art of Innovation and Don Norman's Emotional Design, that people are willing to pay for design, that it matters for them emotionally, spiritually, and in terms of comfort and other dimensions such as aesthetics. It matters for companies, too, as a leading strategy for creating must have new products to overcome the lower profitability of products that are becoming commodities, thanks to low-cost Chinese and Indian labor.

So who is a designer? You and I are. Everyone. Everyone is a designer, How?

Because use is design. Design does not in any sense of the term "stop" when the designer is "done" and the product ships. In each use to which we put the designed thing, it continues to evolve as a product, a cultural artifact that shapes our activities, our work.

See DESIGN on C3
You live, therefore you design

DESIGN from C1 thoughts, our feelings, and our relationships to the world and to other people. In other words, the way we understand the world is designed by the uses to which we put it.

In his remarkable book *Democratizing Innovation*,设计师s "lead users" innovate for themselves and come to benefit broader user communities as a result. Quotations here are from the book *

Wounds of divorce can heal

Most children of divorce are successful today and don't view themselves as damaged goods.

Elizabeth Marquart is an affiliate scholar at the Institute for American Values.

For years, our national debate about divorce has focused on badly designed marriage laws that penalize those couples who do not stay married, yet divorce is a natural and healthy part of the human condition. The consequence of badly designed divorce laws is that married couples cannot divorce or that a legal divorce is not possible even if the couple is completely incompatible.

In our current culture, it is difficult to envision a world that accepts and encourages divorce. Divorce is seen as a failure, a sign of failure, and a sign of weakness. This cultural bias against divorce has created a social stigma that makes it difficult for divorced people to find support and acceptance.

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Quiz Answers

- A
- B
- C
- D

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American Values is a non-profit organization dedicated to preserving and promoting the traditional virtues that are the foundation of a free society.