

I believe that design is an art that dedicates itself to exploring the desire of humans, the strength of materials, the needs of society, and embodying the belief of a designer. I believe that design is not just a servant for consumerism, but has the power of transforming this world silently and gently.

Furniture is a design category that has existed for more than 5000 years, and it was at first only large built-in equipment used to make a space suitable for living. Because of the prewired pursuit of beauty in our DNA, we have an aesthetic expectation of our living environment. Furniture became a representation of our personal taste.

Also, furniture takes up most of the space in our home. We are seeing and touching it almost all the time, but we are usually unaware of its influence on our emotions. If our house is a forest that we are living in, furniture is the trees that not only support the living of animals and other smaller plants but also build the overall imagery of the forest. That is, furniture is more than utility and aesthetic taste, it is the spirit of space, and it shapes our behaviors upon interacting with it.

As a furniture designer, I celebrate the positive influences that furniture has on us physically and mentally, and value the opportunities for furniture design to shape peoples' lives.

I Design to Let People Think

In 1992, Richard Buchanan published an article, "*Wicked Problems in Design Thinking*," in which he argued that design is a new liberal art of technological culture that has the capacity "*to connect and integrate useful knowledge from the arts and sciences alike, but in ways that are suited to the problems and purposes of the present.*"

Rather than "defining" a way of living, good designs open up people's ability to question and reimagine their way of living. The world never stops changing: What was the best is not the best today; what is the best will potentially not be the best tomorrow. Trying to define the "best" way for individuals to live deprives them of the flexibility for facing different situations, and limits people's creativity, so I strive to offer solutions for living by designing in a thought-provoking way.

"We will ask more questions and deliver more than you may want; We treat serious matters in a playful way;

We are not just a product design company; Process is key; We explore our design thinking; We help twist the existing and reframe your question." –Droog Design

I Put Playfulness First, and then Usefulness

Play and playfulness encourage exploration and creativity, and more importantly, entertains and allows us to escape from the realities of everyday life. When we are playing, we are in a transcending paradigm that allows us to be unattached to our own paradigm, and understand that no paradigms are "true." *"We do not quit playing because we grow old,"* Stanley Hall put it, *"we grow old because we quit playing."* Playfulness offers us a chance to take things less "seriously" but more "interestingly," thus, it helps us to cope with stress.

"And there were always choices to make. Every day, every hour, offered the opportunity to make a decision, a decision which determined whether you would or would not submit to those powers which threatened to rob you of your very self, your inner freedom; which determine whether or not you would become a plaything of circumstances, renouncing freedom and dignity to become molded into the form of the typical inmate."– Victor E. Frankl, *Man's Search for Meaning*

A design that is interesting and playful makes people delight and gets them into a more creative mindset. When people think routinely, sometimes they are not able to figure out how to use useful objects. When people think creatively, they are able to use everything to serve their needs.

I Use Sustainable Materials

Tony Fry, a design theorist, and philosopher proposed the idea of "design is *defuturing*," which means that designers should design for a possible future of humankind. There is no need to design for anything if we destroy the ecological condition that we can safely live in because no one can survive. Designers are so good at conveying ideas in an understandable way to everyone that sometimes we do not even realize how much we can influence this world. We should always be actively thinking of how our design would change people's perspective and use this tool for good.

I Co-create with Users

To balance that speed of which we take raw materials from the planet and the speed of which they are broken down and returned to the ecological cycle, we should make objects last longer.

In the book, *Emotionally Durable Design*, Jonathan Chapman suggests that an object that people want to keep for a time and are willing to spend time and effort on maintaining its condition is not necessarily the most expensive one, but the one that they are emotionally attached to. Any design that allows users to participate in the producing process to some degree can potentially last longer because people bond to it more.

I Cultivate My Confidence and Follow My Heart

I realize that my intuition is the assumption of myself, including my attitude, thoughts, state of life and living philosophy. A good designer should be optimistic because if she/he does not believe that her/his design is good, she/he will value it and brings the best out of her/him. To cultivate my confidence, I never stop asking questions and learning. I believe that in every second, I am always my best self because I have always been making the best decision by the aggregation of all my knowledge at that second.

"By practicing arts or occupations for my hands or brain which would give pleasure to many of the citizens; in other words, a great deal to many of the best work done would be done in the leisure time of men relieved from any anxiety as to their livelihood, and eager to exercise their special talent, as all men, nay, all animals are." –William Morris

I love art and design from the bottom of my heart, and I exercise design thinking and embrace arts in my leisure time for my own joy, and I am always drawn to them unintentionally. People do best on what they love, and the best thing comes out naturally if we love it more than anybody else. If I am able to design something well, people will love it because of the greatness of the design. That is, to be the creator of a lifetime, I listen to my emotions and follow my heart.

