

Richard Gee

From: Dorenda Britten [dorenda@designindustry.co.nz]
Sent: Monday, 15 December 2008 7:22 p.m.
To: Richard Gee
Subject: inform December 08 - issue #27

designindustry

inform issue #27 - 15th of December 2008

#27 this issue: new eMagazine format, lets talk design,
latest video "why design", new website!

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welcome to the first release
of designindustry's new inform eMagazine.

For the last few months, we've been busy behind the scenes at designindustry. The redesign of our website and newsletter has been done with the aim of giving a unique and informative experience for all our visitors. This is just the beginning! Over the next 12 months we will continue to refine and develop the site and we would like to include you in the process.

We would very much appreciate feedback, opinions and contributions. Please, tell us what you want.

[Tell us what you think >>](#)



lets talk about design

Rapid change, volatility in markets, globalisation and increased reactivity of companies are aspects of our organisational worlds that create a pin-ball effect that is difficult to escape. The temptation is to seek and implement short-term solutions to relieve the immediate pressure, rather than making real change that delivers lasting results. This reaction often sees us failing big and slow, rather than small and fast. Small and fast allows us to put our experience to work and move on.

So let's keep things simple – but how?

[Read the full December 08 Informa Article >>](#)



latest video

Philippe Starck: Why design?

Designer Philippe Starck -- with no pretty slides to show -- spends 18 minutes reaching for the very roots of the question "Why design?" Listen carefully for one perfect mantra for all of us, genius or not.

[watch video now >>](#)

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