



# the manifesto of the new designer

BY KEN HANSON

- We are essential to success in this increasingly complex, technology-fueled age.
- We are evangelists for the combined power of technology, creativity and communication.
- We know that good design is not a luxury. It is a necessity.
- We are the stewards of a new economy driven by the consumer, hungry for ideas.
- We create simplicity out of complexity. We use our talent to serve, inspire, plan and create.
- We are driven to see the entire landscape, identify patterns, and create sustainable solutions.
- We believe in the nobility of creating solutions that are elegant, effective, measurable and beautiful.
- We are the conduit for the information people need, the things they seek and the human connections they crave.

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