

“Ah good taste! What a dreadful thing! Taste is the enemy of creativeness.”

Pablo Picasso

## Validation—Being bold

### Taking a different view

If people simply copied the work of others, then nothing new would ever emerge. Even just thinking in the same way would result in products that were broadly similar. Some of the world's best innovations have come not from experts but from ordinary people who are unconstrained by convention. For example, Alexander Graham Bell is credited with inventing the telephone but was not an electrical engineer. The great inventor Thomas Edison is quoted as saying that “if Bell had known more about electricity he would never have invented the telephone.”

**Figure 2.14**

**Bubble storage unit by Aziz Sariyer.** Sariyer's aluminum bubble storage unit is lacquered on the outside and painted on the inside with phosphoric primary colors. It has four clear glass shelves, making a practical product; however, because it is nearly 2 meters tall it offers a different perspective by providing shelving that also has a standalone, sculptural quality.

2.14



Thinking against convention, however, does not necessarily come easily. There is a natural herd instinct to follow the crowd among most people. It's safer, and there may be a presumption that everyone else might be right or that if things have always been done that way, then that must be the best way of doing it. Designers rarely accept the idea that things either can't or shouldn't be changed. This does not mean being contrary or argumentative, but it does mean being prepared to question everything, being able to hold a different view,

and being able to voice an alternative opinion. The challenge often involves referring back to the product research and the brief, but not being constrained by it, to work principally with the main problem rather than trying to solve the whole brief in one hit, and to not be constrained by a fear of what people will think.

This can consequently produce radical new ideas, or simply obvious but unidentified ideas that still seem fresh and exciting.

2.15



**Figure 2.15**

Modern organic furniture by Maarten de Ceulaer. Part of the mutation series, the sofa design explores the natural concepts of cloning and growth within a furniture context.