

المنظمة العالمية لجمعيات التصميم التخطيطي

國際平面設計社團協會

Интернациональный Консилиум Ассоциации Графического Дизайна

המועצה הבינלאומית של אגודות המעצבים הגרפיים

इन्टरनाशनल कौन्सिल ओफ ग्राफिक डिजाइन असोसिएशन्स

國際グラフィックデザイン協会協議会

세계그래픽디자인단체협의회

آئین بین المللی جماعت طراحى گرافیک

icograda

01 MELBOURNE Board Message

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Challenges and Changes

BY ROBERT L. PETERS, PRESIDENT ICOGRADA, 2001-2003

We live in times of much uncertainty.

The world's political and economic landscape is unstable. Media empires increasingly control public thinking. Individuals suffer information overload. Globalisation of information technology and trade threatens indigenous identities, visual languages, and vernacular expression. For many, the rapid pace of change seems overwhelming, and fear of the future fuels fanaticism.

Mind the gap. The divides are growing — between rich and poor, between north and south, between literate and illiterate. Unequal distribution of wealth, health, knowledge and technological progress causes even greater rifts. For the majority of our planet's 6 billion human beings, the world remains a place of inequity, injustice, illiteracy and suffering.

Can design make a difference? Many believe that it is the only thing that can, and that with long-term vision and sustainable practices, design can create the blueprints for a better future. We know that communication design has the strength to mold societal values, and to influence thinking. Experience design is self-defining. And, effective information design empowers better decision-making. It remains then for designers everywhere to envision worldwide solutions, to create integrative synergies, and to give form to universally equitable ideas.

Respect diversity. Design shapes culture. Designers, more than most others, are in a position to celebrate societal differences, to embrace the vernacular, and to help avoid the unhappy melding of unique cultures into a bland global stew. In the face of monolithic pressures to conform, designers can become champions of the unique things that dignify human beings and that make our civilisations meaningful.

Focus on priorities. At the beginning of its new term, the Icograda board agreed on the importance of growing and nurturing the worldwide design community, expanding networks, sharing information more effectively, strengthening administrative capabilities and raising the profile of design

and designers. Icograda's priorities for the near future include: supporting and growing design association membership in a sustainable manner; launching a worldwide design education initiative; coordinating a major conference on the theme of 'Identity/Integrity' in Brno (Czech Republic); and conducting events in Beijing and Shanghai (China) and Taipei (Taiwan) in September 2002. These initiatives require additional resources and support, and Icograda is seeking partnerships with suitable sponsors and encouraging the active participation of graphic designers worldwide.

Ethics join aesthetics. In June 2002, Czech design organisations will host the Icograda 'Identity/Integrity' Conference in Brno. This important event will explore the critical intersection at which designers play a key role in the shaping of identities - between nations and citizens, between corporations and consumers and between personal and public. An associated Student Workshop entitled 'East Meets West' will facilitate exchanges, and an Icograda Regional Meeting will promote continued dialogue amongst European design associations.

Collaboration and cooperation. In addition to its own quarterly meeting, the Icograda board will join in Brno with the boards of the International Council of Societies of Industrial Design (ICSID) and the International Federation of Interior Architects/Designers (IFI) for a combined one-day meeting. The last joint meeting of the three boards was held in Milan in April 2000.

Let's practice Oullim. Oullim, the Korean word meaning 'the great harmony,' refers to the sustainable, respectful act of putting all things on an equal footing - individuals, peoples and nature. Harmony does not impose unison, but it clearly does not embrace acts of terror, crusades or wars - regardless whose banner they are under. I do believe that compassion, tolerance, hunger for equity, striving for greater understanding and the practice of creativity do hold hope for positive change and solidarity - Oullim.



Robert L. Peters, President Icograda

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