

SIGNED: The Magazine of The Hong Kong Design Institute

Issue 4 *Less is better*

Article 3

January 2012

Editor's letter

Follow this and additional works at: <http://repository.vtc.edu.hk/ive-de-signed>



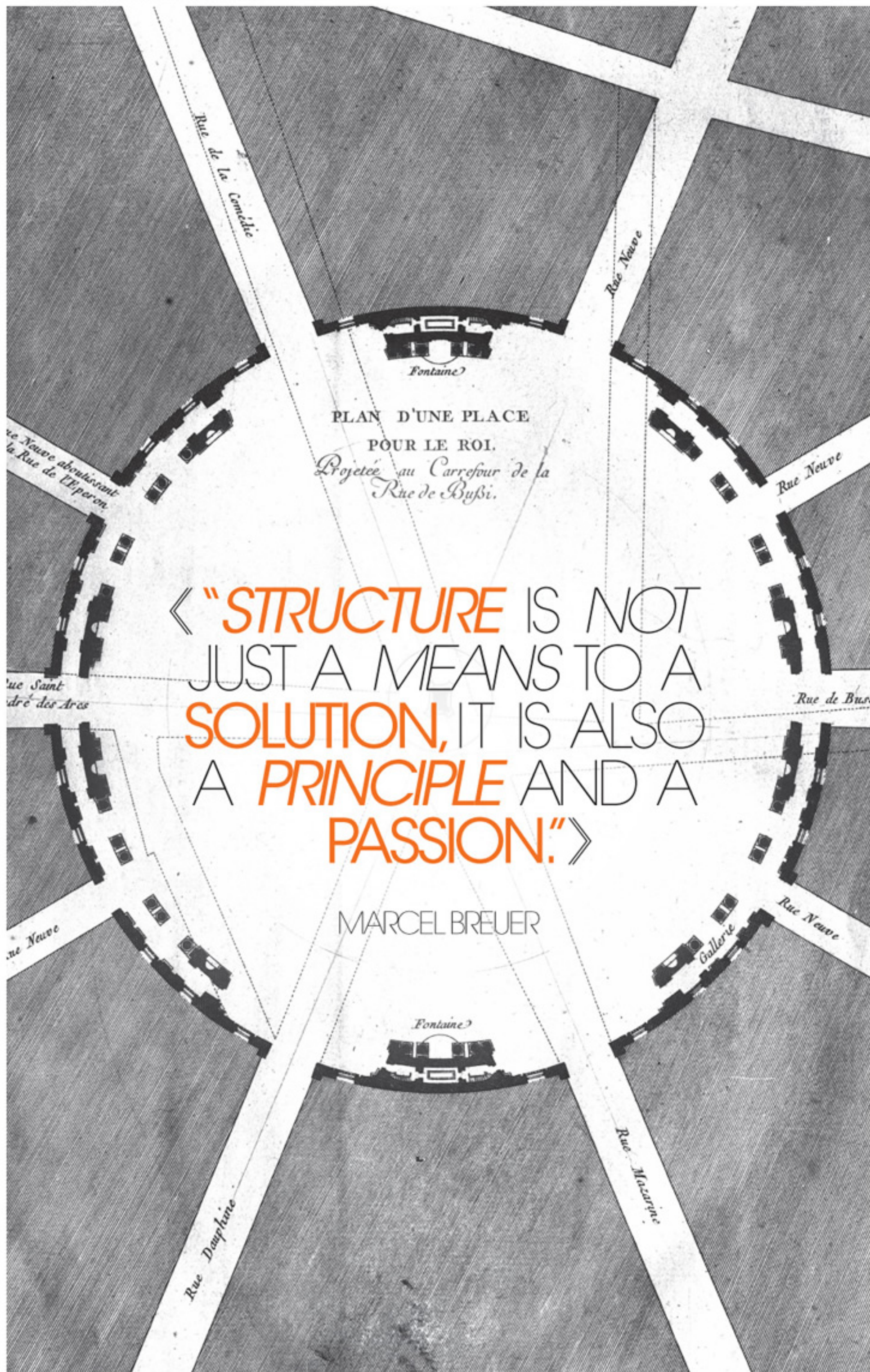
Part of the [Art and Design Commons](#)

Recommended Citation

(2012) "Editor's letter," *SIGNED: The Magazine of The Hong Kong Design Institute*: Iss. 4, Article 3.

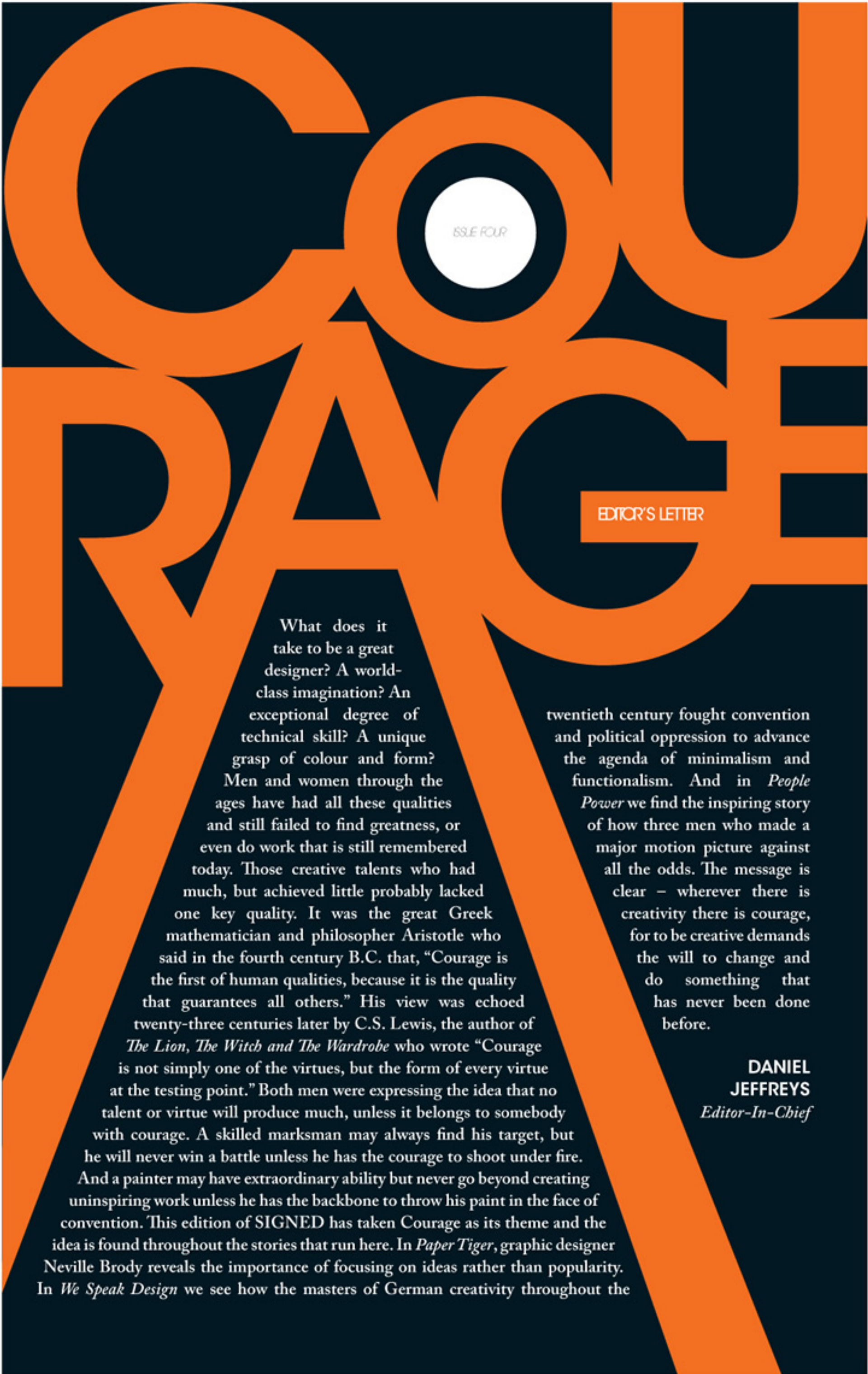
Available at: <http://repository.vtc.edu.hk/ive-de-signed/vol4/iss4/3>

This Front Matter is brought to you for free and open access by the Design at VTC Institutional Repository. It has been accepted for inclusion in *SIGNED: The Magazine of The Hong Kong Design Institute* by an authorized administrator of VTC Institutional Repository. For more information, please contact csyip@vtc.edu.hk.



<< "STRUCTURE IS NOT JUST A MEANS TO A SOLUTION, IT IS ALSO A PRINCIPLE AND A PASSION." >>

MARCEL BREUER



EDITOR'S LETTER

What does it take to be a great designer? A world-class imagination? An exceptional degree of technical skill? A unique grasp of colour and form? Men and women through the ages have had all these qualities and still failed to find greatness, or even do work that is still remembered today. Those creative talents who had much, but achieved little probably lacked one key quality. It was the great Greek mathematician and philosopher Aristotle who said in the fourth century B.C. that, "Courage is the first of human qualities, because it is the quality that guarantees all others." His view was echoed twenty-three centuries later by C.S. Lewis, the author of *The Lion, The Witch and The Wardrobe* who wrote "Courage is not simply one of the virtues, but the form of every virtue at the testing point." Both men were expressing the idea that no talent or virtue will produce much, unless it belongs to somebody with courage. A skilled marksman may always find his target, but he will never win a battle unless he has the courage to shoot under fire. And a painter may have extraordinary ability but never go beyond creating uninspiring work unless he has the backbone to throw his paint in the face of convention. This edition of SIGNED has taken Courage as its theme and the idea is found throughout the stories that run here. In *Paper Tiger*, graphic designer Neville Brody reveals the importance of focusing on ideas rather than popularity. In *We Speak Design* we see how the masters of German creativity throughout the

twentieth century fought convention and political oppression to advance the agenda of minimalism and functionalism. And in *People Power* we find the inspiring story of how three men who made a major motion picture against all the odds. The message is clear – wherever there is creativity there is courage, for to be creative demands the will to change and do something that has never been done before.

DANIEL JEFFREYS
Editor-In-Chief