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Editor's letter

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ISSUE EIGHT

EDITOR'S LETTER

THE ENCYCLOPEDIA BRITANNICA describes $E=mc^2$ as "the world's most famous equation—a mathematical formula with the power to transcend the barriers of language and culture." The E in the equation represents "energy", "m" is mass and "c" is the speed of light in a vacuum. The equation transformed our understanding of space, time, mass and, above all, of energy. Through Einstein's work the world understood there is equivalence between mass and energy, and that incremental increases of energy increase the mass of an object. Einstein's work on energy proved that time is not absolute and cannot be defined separately from space, but rather the two are interwoven into a single continuum known as spacetime, where events that occur at the same time for one observer could occur at different times for another. The transformation of mass – wood, plastic, cloth, brick, steel, stone – through energy is at the

heart of the design process. Creative energy when applied to inanimate objects, invests them with new shapes that enhance their use and beauty and in some sense weaves emotions within their molecules. We could almost say that Einstein's equation could be re-written for the design community as $E=mc^3$ where "E" is energy, "m" is mass and "c" is creativity cubed, surging at the speed of light through the design process and reshaping the space and time in which we live. We have chosen energy as the theme for this edition of SIGNED to pay homage to the transformational properties of design. Just as Einstein changed our world, so the energy of creative people draws the world through a metamorphosis that can make our planet more pleasing, less threatened by environmental damage and a place where people of all ages and races can live more harmoniously. All of these possibilities are explored in this issue through stories like *The Great Communicator*, which discovers how the American designer George Nelson changed domestic and office spaces through his innovative furniture and spatial designs; in *Casting Spells* where an Oscar winning make-up artist comes to HKDI to demonstrate

how creativity made the fantastical faces of *Harry Potter* characters; in *Brilliant Transformation*, where Dior's former haute joaillerie designer Christophe Lemaitre describes how he found a new creative narrative for precious stones by setting up his own couture jewellery company. Einstein's discoveries led to the development of nuclear weapons but all the stories created for this eighth edition of SIGNED magazine reveal that creative energy remains one of the most potent forces humanity

has at its disposal, as witnessed in *Drop by Drop*, which recounts how Yale's Sheila Levrant de Bretteville collaborated with HKDI students on a project to redesign our relationship with water. At this time, in this space we call Earth, designers, now more than ever, have a vital role to play in ensuring that future generations inherit a world where mass and energy are harnessed for the good of all.

DANIEL JEFFREYS
Editor-In-Chief

«THE
ENERGY
OF THE
MIND IS THE
ESSENCE
OF LIFE»
ARISTOTLE