

**52 weeks, 52 faces**

**with**

**some**

**Virtues  
of Design**

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**Written by Gui Bonsiepe and David Armstrong**



**Some Virtues of Design**  
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**Note**

**This text has been prepared as a**  
**contribution to the symposium “Design**  
**beyond Design...” in honour of Jan van**  
**Toorn, held at the Jan van Eyck Academy,**  
**Maastricht, November 1997.**

**52 Weeks, 52 Faces**  
**David Armstrong**  
**Obituaries narrate lives lost to the opioid**  
**epidemic.**  
**December 20, 2016**

# An Unfashionable Term

Dealing with virtues today provokes associations with outdated issues, covered with mould, dry greyness - what in German we call *moralingesättigt* (saturated with moral appeals). The supposed outdatedness, the supposed loss of contact with the real stuff of the present world fulfils occasionally a role as a candidate of benevolent - or not that benevolent - dismissal. It seems to have become a pet theme in publications, particularly in the US, that deal with the future, especially information technology and management. Hardly one can open an issue or attend a meeting in which there is not an open or oblique reference to Europe as being off-the-track. The issue, of course, is not a supposed lack of dynamics and of competence in innovation, but a barely camouflaged appetite for an imperial design that considers everything deviant from the one-dimensional dream as an offence.

Confronted with an aggressive missionarism of competition *ad ultranza* that pretends to have found in itself the measure of the world and for the world, one might ask, with what kind of social phantasy we deal that puts competition and fighting at the centre of society? What I am questioning is not only the ambition of any universal scheme, whoever is purporting it, but the divergence between advanced information technology and atrophy of sociocultural imagination.



The faces above and the stories below are a snapshot of the devastating opioid epidemic sweeping across the United States. Publicly acknowledging that a family member suffered from an addiction to drugs, or died of an overdose, has long been a taboo subject — one best kept secret among family and a few knowing friends. That is changing.

I chose to focus on the issue of virtues of design when I was reading - once again - the Six Memos for the Next Millennium by Italo Calvino. As is known, he finished only five out of a plan of six memos before he died. In this remarkable small volume he speaks about the values he would like to see maintained and brought into the next millennium as far as literature is concerned. These shared values he calls virtues. Taking his approach as starting point I want to talk about the shared values of design for the next millennium

As the death toll from the opioid crisis mounts, families are increasingly weaving desperate warnings into the obituaries of loved ones about the horror that can result when people abuse painkillers, heroin, and synthetic drugs such as fentanyl.

Many words of remembrance have been transformed into pleas for help — directed at lawmakers, families suffering similar experiences, and the general public. Families are using these public notices to push for better and more treatment options while spreading the message that addiction is a disease and not something to be endured in shameful silence.

STAT searched Legacy.com and other sources and selected excerpts from the obituaries of 52 people who died in 2018. In every case, the families of these mothers, fathers, husbands, wives, sons, daughters, and even grandmothers decided to make their loved one's struggle with opioids public in the death notice.

Each person represents the  
estimated 636 Americans who  
die on average each week from  
an opioid-related overdose  
(based on 2015 data).

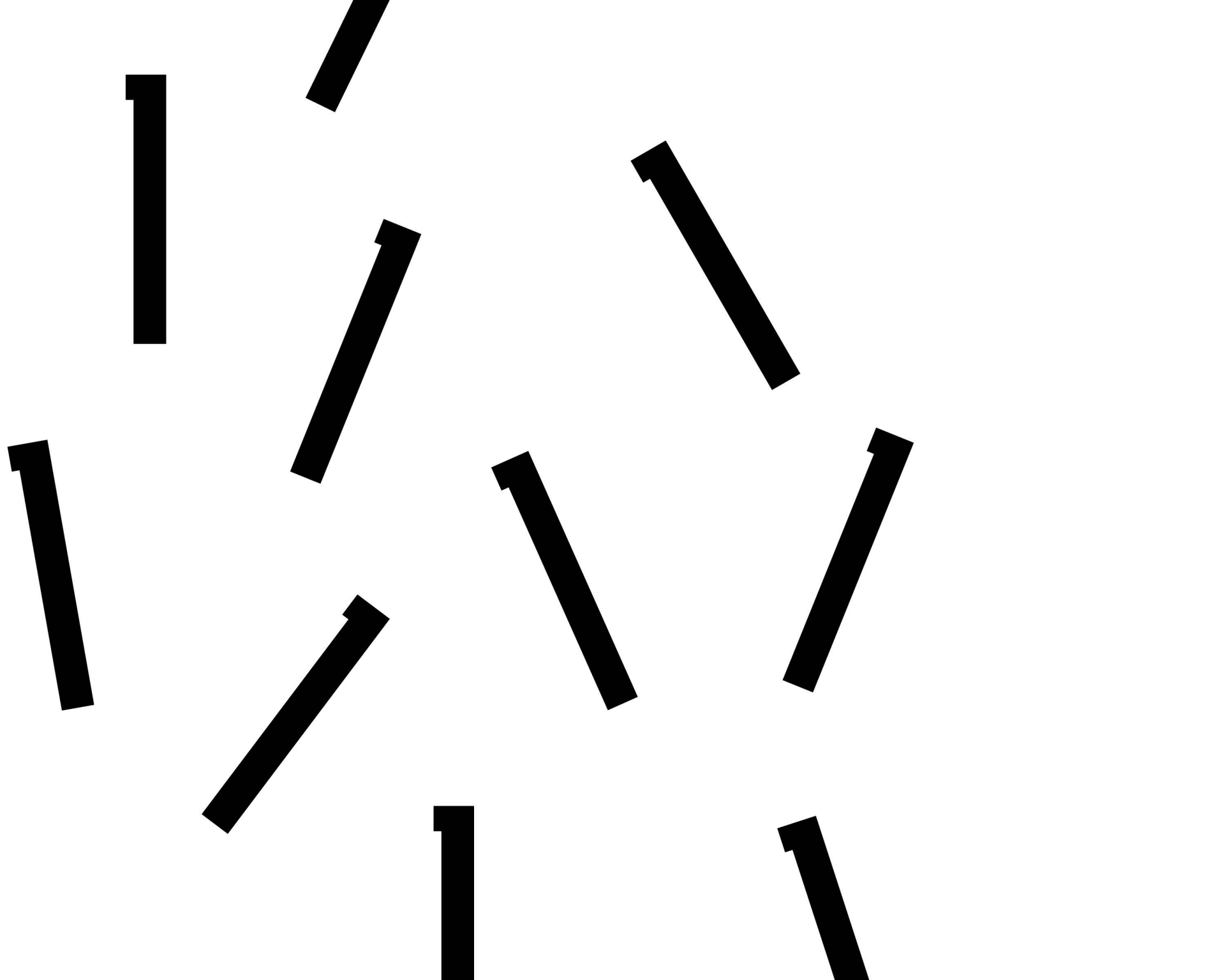
Some of the writings are brutally honest. The victims were in and out of jail, often for stealing to support their habit. They could be destructive forces, tearing apart families. There were false hopes produced by periods of sobriety following treatment, only to be followed by relapse.

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# One Virtue of Design: Lightness

Wit

Humour

Elegance

The victims were found in the woods, in a low-budget hotel, a dorm room, and at home. On the same day in June, two brothers fatally overdosed. In November, a mother lost a third son to an opioid overdose.

**One Virtue: Lightness  
The Six Memos for  
the Next Millennium  
include:**

**Lightness,  
Quickness,  
Exactitude,  
Visibility,  
Multiplicity and  
Consistency**

Without wanting to push the issue, several of these values for literature can be - with due corrections - transferred to the domain of design. A literal transfer certainly would be naive and inappropriate. But parallels and affinities seem to exist. For instance, when Calvino defines

Lightness as the attempt to remove weight from the structure of stories and from language,

are there not analogies in the field of design? Lightness in design might be a virtue to be maintained, especially when we reflect on material and energy flows and their impact on the environment and when we confront the mundane issue of congested lines cloaked with digital trash in the Net. When later on he refers to the



**“sudden agile leap of the poet  
philosopher who raises himself  
above the weight of the world,  
showing that what many consider  
to be the vitality of the times - noisy,  
aggressive, revving and roaring  
belongs to the realm of death, like  
a cemetery for rusty old cars”**

Calvino, Italo, *Six Memos for the Next Millennium*.  
Cambridge Mass: Harvard University Press 1988. p. 12

Those who succumbed to opioids were also full of hope and promise. They served their country in the armed forces. They were college students, aspiring musicians, athletes, chefs, a race car driver, a high school student, an auto mechanic, a bank employee, and the son of a former US congressman.

They lived in every part of the country, from Arizona to Maine. They are predominantly in their 20s and 30s and white. (The obituaries referencing opioid use are striking for the absence of people of color. That may be in part due to the fact that 8 in 10 people fatally overdosing on opioids are non-Hispanic whites, according to government data.)

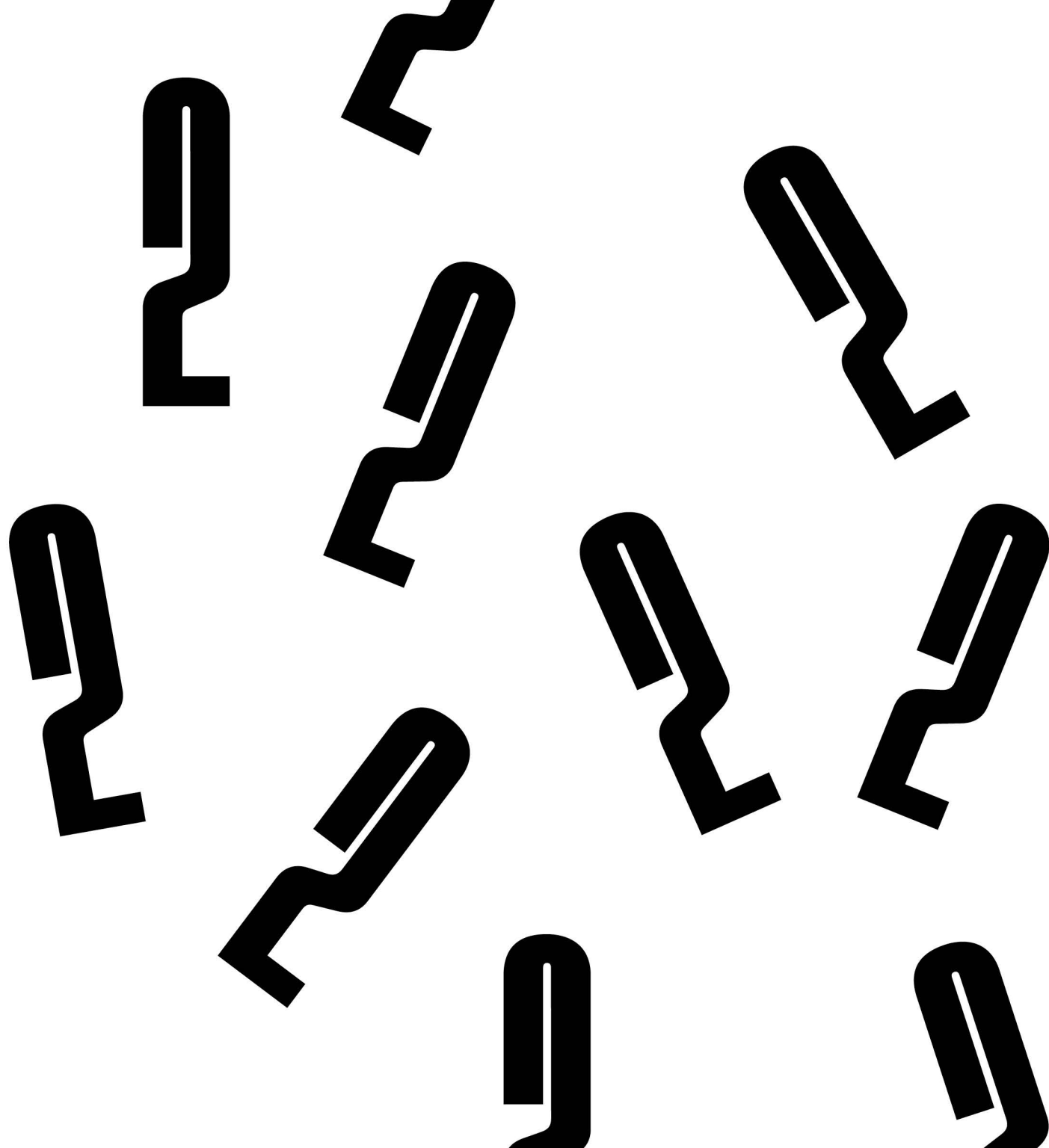
Here are their stories:

lightness acquires a critical dimension  
and dissipates wrong associations of easy  
going aloofness and superficiality.

Definitely I would include under the term  
Lightness the notions of

**humour,  
wit, and  
elegance**

for which we have particularly in Italian  
design so well known examples (e.g.  
Castiglioni's tractor seat mounted on a flat  
elastic steel profile); or to take an example  
from the host country, the graphic design  
of the passport for the citizens of this  
country. These examples represent the  
virtue of lightness in design.



# One Virtue of Design: Intellectuality

Readiness to question orthodoxies.



# Kevin Outen Jan 10

Kevin Thomas Outen, 24, spent the last year residing in Florida, and passed away on Sunday, January 10, 2018. He was born in Columbia, Md.

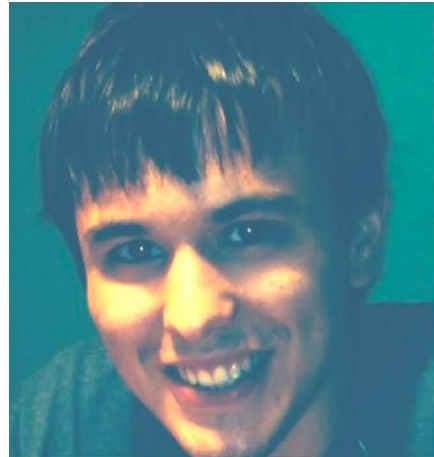
Kevin was an amazing person with the biggest heart and most amazing smile. He enjoyed fishing, playing baseball, and being with his friends and family. All of the wonderful blessings that he had, talent, friendships, positive outlook on life, and, most importantly, family, were sidelined by a wrong decision to do drugs. Kevin battled with a heroin addiction for many years. In the end his addiction ended his life much too soon. He successfully completed drug rehab several times, but the craving that comes from true addiction was more than he could overcome. If there is someone in your life battling addiction reach out to them. So many lives are lost every day. The stigma of embarrassment and denial must be overcome.

To all children, this is a simple reminder that there are people who love you, with everything they have and no matter what you do. Don't be too afraid or ashamed to ask for help. To all parents, pay attention to your children and the world that revolves around them. Even when the surface is calm, the water may be turbulent just beneath. Kevin's struggle has ended. He is finally at peace. Survivors include his loving parents, Lawrence and Michelle Outen; sisters, Constance and husband, Randy Childress, Stacie Madison, and Grace Outen; and his beloved nieces and nephew, Cassidy (goddaughter), Lily, McKenna, Alexis, Miley, Mira, and Dylan. Kevin is also survived by numerous aunts, uncles, and cousins.

On occasion of the Aspen Congress 1989, dedicated to Italian Design, Ettore Sottsass surprised the audience by presenting himself - quite naturally I would say - as an intellectual and cultural operator. Only an Italian or a French can say that. Italy and France are two countries in which the notion of intellectual does not produce a lifting of the eye brows and a climate of suspect. In Germany, in the US and I assume also in the Netherlands the word "intellectual" carries negative overtones and certainly many of the practising design professionals would accept but with reluctance the self-interpretation as intellectuals. Rather they would say, that they are practitioners and they want to distance themselves from the neighbourhood of the intellectual; they do not share Gramsci's notion of the organic intellectual, who uses his technical competence within social institutions like private companies or public administration.

# Gregory W. Colla

## Feb 12



Gregory W. Colla, 22, of South Windsor, died Friday, February 12, 2016 at Manchester Memorial Hospital surrounded by family. He was born September 27, 1993 in Rockville, CT, the son of Wayne and Carol (Turcotte) Colla. He attended South Windsor Schools and graduated from South Windsor High School in 2012. He was set to graduate from UConn in May, 2016 with a degree in Civil Engineering while working part time at Nomads for the last four years. He was predeceased by his paternal grandparents Thomas and Olga (Kuzenko) Colla, of Manchester, CT, and his maternal grandfather Philip Turcotte of West Springfield, MA. He is survived by his parents Wayne and Carol of South Windsor; his brother Kevin and his girlfriend Anna of Columbia, SC; and his sister Kim and her boyfriend Dylan of South Windsor. He also leaves his maternal grandmother Phyllis (Tuttle) Turcotte of West Springfield, MA, along with many aunts, uncles, and cousins. Greg fought a year long, off and on, battle with heroin addiction. While this disease took his life too early, he never stopped being the sweet, shy, loveable son, brother, grandson, nephew, and friend. Through the end he loved bowling, golf, ping pong, and shooting hoops. He was an avid video gamer who was often found singing, whistling, playing the guitar and spending time with his family and friends. He will be sorely missed.



**Intellectuals are -  
rightly or wrongly -  
characterised as  
wordsmiths because they  
play a decisive role in  
shaping the discourse of  
domains - political,  
cultural, scientific and  
technological. In the field  
of design, intellectual  
formation has not a  
strong history, because  
design education grew  
out of craft training with  
a deep mistrust against  
anything theoretical.**

Recently however we can observe some promising signs of a shift away



**from an  
indifferent, if not  
openly hostile  
attitude towards  
an interest in  
articulation and  
theoretical  
issues.**

Designers start to write, particularly graphic designers - for me a promising symptom to overcome a period of collective muteness of the profession. Design and writing about design are not longer seen as a sterile and mutually exclusive opposites. On the contrary, a design historian in the year 2050 who looks back at the design scenery at the end of the 20th century might be surprised about the binarism between action and contemplation.

In two generations this opposition might appear as out-of-date as for us the debate about types between Muthesius and van der Velde nine decades ago

# Kory Baker Feb 21

Kory's magnetic personality touched more people than we might ever know. If you met Kory even once, he had the ability to embody a best friend. Kory grew up in Rochester and attended John Marshall High School, where he played golf and knew basically everyone in the school. He then went onto college at Duluth and UW-LaCrosse, where he consistently made the dean's list and even more wonderful lifelong friends. After college he enlisted as a medic in the U.S. Army, served in Iraq, and most recently was living in Chicago. And, you guessed it, more friends and lifelong bonds were forged along the way.

Kory was a lover of live music, golf, laughter, animals and pizza. In fact, he could eat pizza for breakfast, lunch and dinner — cooked, burnt or even raw. Kory was one of the most compassionate and sensitive humans on the planet. In second grade, he had a hamster named Kristen, and when she got sick we thought we might have to call a real ambulance. His laughter could be heard for miles, and his beautiful smile was contagious. But unfortunately, in addition to the millions of amazing traits Kory possessed, something possessed him. Kory fought a courageous battle against PTSD and substance addiction. What started innocently, quickly moved into pain pills, and culminated in heroin. And it would be that evil drug that was responsible for an accidental overdose after a stint of sobriety. It's every parent's worst nightmare to lose a child, but it is another terror altogether when it comes via the vice grip of addiction.

We loved Kory with every fiber of our bodies, but we now know that sometimes it isn't enough. We will never be able to understand the sadness and demons that Kory dealt with every hour of every day. Like all addicts, he had a way of only showing us what we wanted to see. Despite all of this, Kory had finally found the love of his life in his girlfriend, Kelly. Just knowing about the amazingly positive times that Kory and Kelly shared together over the past several months has been like oxygen to us. It literally is helping us breathe knowing how happy he was in the months before that fateful day. The pictures remind us of the fun, handsome, intelligent, wonderful man we all knew.

Words cannot express how much we will miss Kory/HJ. As painful as it is to write these words, we want the world to know that heroin addiction needs to be an issue at the forefront of our lives. This is an epidemic with an upward trajectory. If you're using pain meds like Oxycotin, please know that they are incredibly dangerous, and can easily lead to heroin. If you're a parent/sibling/friend, and you suspect someone is in trouble, it is probably much worse than you can imagine. If you're an addict please know that there are people who love you like mad and will go through anything to get you help. No one should have to write any more obituaries like this.

We believe our amazing Kory is at peace. But the void left by his incredible presence will never ever diminish. Goodbye, KJ. We love you and miss you more than you might ever know. Love, Mom, Dad, Nikki, Bruce, Nicole, Amanda, Rachel, Paul (deceased), Amy, Katie, Julie, Kelly and many special aunts, uncles, cousins, nieces, nephews and oh-so-many wonderful lifelong friends.

Intellectuals have repeatedly reflected about their role in society. The most salient characteristic seems to me the stamina to

# Sean Tyler "Binkie" Stelm March 29



Sean was a soft, gentle, kind young man whose presence was felt by all who knew him. He willingly embraced everyone he met. His personality was fearless and inviting; his contagious laugh made him instantly recognizable in any crowd. He would do anything for anyone and was loved by all.

**reveal contradictions, to  
rock the boat of selfcom-  
placency, to compare what  
is to that what could be,  
and in particular to ask for  
the legitimisation of power.**

This is a business that is not whole-heartedly welcome to the powers that be, whatever they are and wherever they are.

Sean was a passionate and talented skateboarder since he was a kid. He was a local skate fixture at many skate venues in the area and beyond. He loved basketball, dogs, and being everyone's friend. He had more to give others than he could give to himself.

Sean had a particular sensitivity, feeling great pain and, we hope, great love. It is only in retrospect that we can wonder whether he even had the ability to know how deeply he was loved. And love him, we did, unconditionally through the good and the bad times and truly supported his fight for recovery in every way we knew how. We have learned the hard way that no amount of love can cure this illness.

Those close to him can only assume that it was the drugs pulling him away from those who meant so much to him in the last few months. Perhaps the drugs offered him a needed escape from a world too big and overwhelming to manage successfully. Clearly the addiction took over in ways we cannot understand. And perhaps we cannot truly know another's pain, another's journey. We just know that we must keep on trying, keep reaching out, keep asking for solutions to this tragic epidemic. Those in the know about addiction, especially heroin, must share what they know. Families, friends, and the community have to share their pain, their struggles, so others may know and feel less alone, less confused, less shame. Sean's family can only hope that his death will not be in vain. Can we all, please, come together, love each other? Tear down whatever obstacles are in the way of reaching out, obstacles of fear, loneliness, shame, stigma, and join other friends and family members who see the ramifications of this drug and feel as powerless as we do.

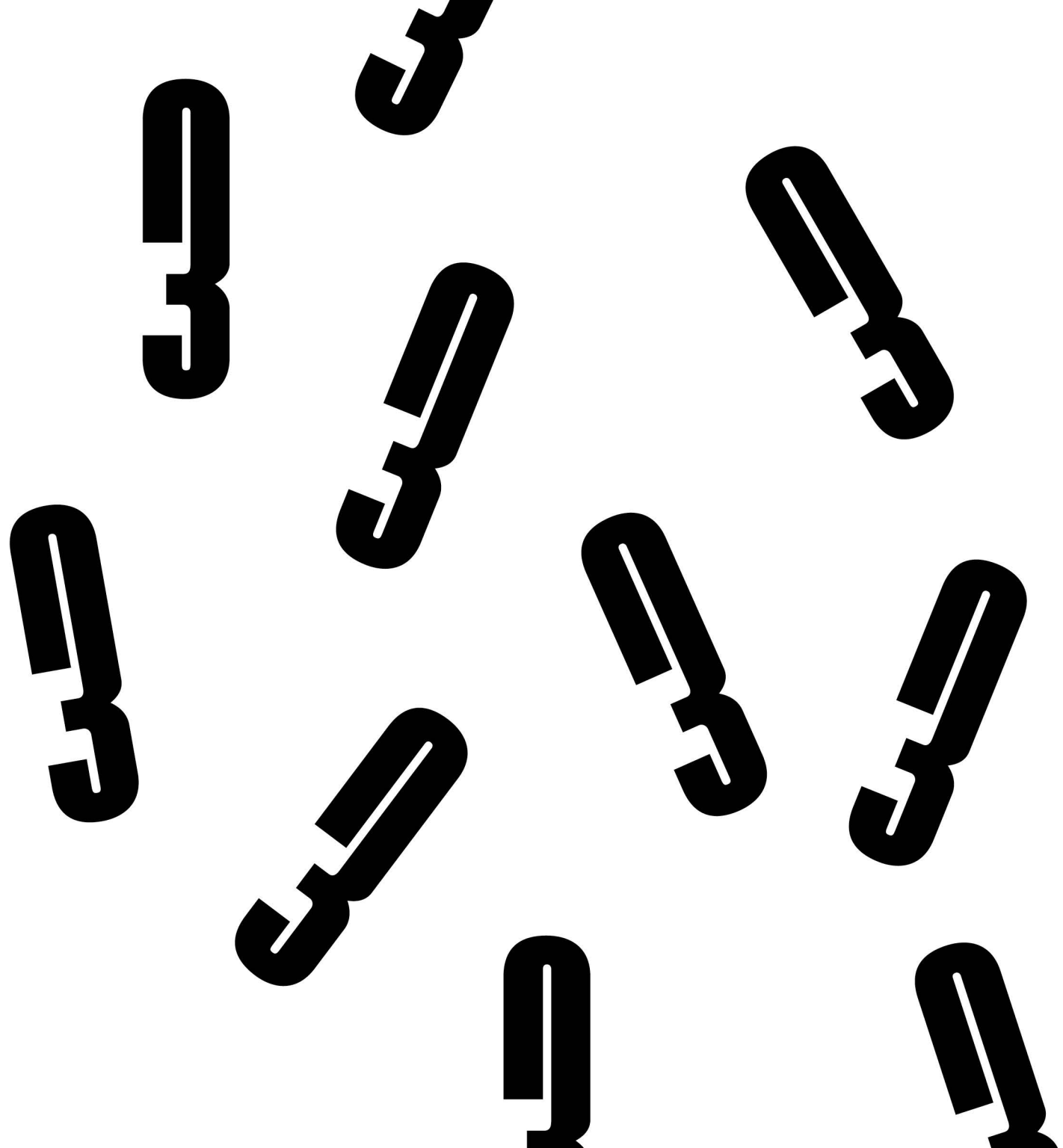


I do not want to heroise the role of the intellectual, and even less I want to overestimate his possibilities of influence, above all in the field of design. Neither I do want to stylise him or her into a permanent resentful protester driven by the drive of “being against”. But I would not like to see this ingredient of a critical stance in the design culture missing or abolished. An antidote to intellectual acquiescence does not only seem to me desirable, but indispensable if one wants to avoid the danger of falling into the trap of indifference and accommodation.

As second conclusion, I would like to see maintained Intellectuality as a virtue of design in the next century:

readiness and courage to put into question  
the orthodoxies, conventions, traditions,  
agreed-upon canons of design - and not  
only of design.

That is not only a verbal enterprise, an enterprise that works through the formulation of texts, an enterprise of linguistic competence of a critical mind. The designer acting as designer, that is, with the tools of his profession, faces the particular challenge to of an operational critique. In other words, she or he faces the challenge not to remain in critical distance to and above reality, but to get involved in and intervene in reality through design actions, that open new or different opportunities for action.

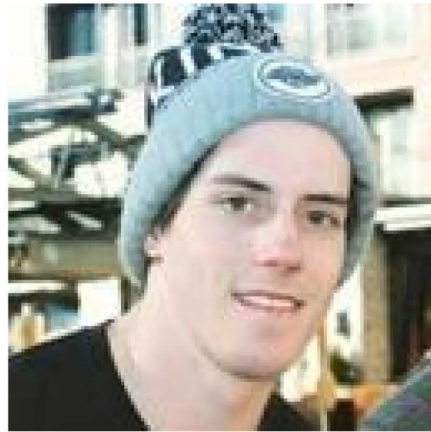


# One Virtue of Design: Public Domain

**One Virtue: Concern for the Public Domain**  
The Netherlands possess a great tradition in civic virtues that manifests itself in the care for the public domain. A foreigner visiting the Netherlands is struck by the attention given to detail in such simple everyday objects as an address label for post parcels or a time table for trains. Moreover he is struck by the apparent Selbstverständlichkeit with which caring for the public domain is taken for granted and considered one of the noble tasks and outright obligations of public administration. This care for details and quality of public service is a result of a political commitment that might be traced back to the civic history of this country. Certainly it is not the result of a single short term action, but rather the outcome of a steady practice rooted in the political body of Netherlands society.

# April 10

# Andrew Joseph Lessard



Politics is the domain in which the members of a society decide in what kind of society they want to live. Politics thus goes far beyond political parties. Care for the public domain, though a profoundly political commitment, is at the same time transpolitical insofar it exceeds - or better should exceed - the interests of the government in turn.

Andrew Joseph Lessard, 24, son of former Santa Clarita, CA residents, Kate and Doug Lessard, passed away suddenly on Sunday, April 10, 2016 in Austin, TX.

Andy lived in Santa Clarita from July 2004 until July 2014. He attended Rio Norte Junior High School and Valencia High School, graduating in 2010. He played AYSO Soccer, Wall Baseball, and boys soccer at Valencia High School his Freshman year. He loved to skateboard, and spent many hours at the City of Santa Clarita Skatepark. He also loved music and enjoyed playing his acoustic and electric guitars.

As the third design virtue in the future I would like to see maintained the concern for the Public Domain, and this all the more so when registering the

**almost delirious  
onslaught on  
everything  
public that  
seems to be a  
generalised  
credo of the  
predominant  
economic pet  
model.**

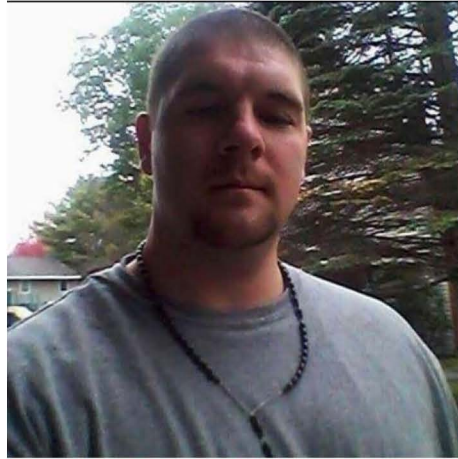
Andy had many friends and was always loved for his infectious shy smile and caring, loving personality. But, unfortunately, early in high school, he began experiencing symptoms of depression and social anxiety, which led eventually to drug addiction. His family has always been open about his struggles, always providing him with unconditional love and support in his battle with addiction and the mental illness that led him down this path. In July 2014, Andy made the decision to move to Kerrville, TX to live in a sober living home and work on his sobriety. He lived nearby his older brother, Cameron, who was married and living in the Dallas area. In July of 2015, his parents relocated back to Houston for Doug's job, and were closer to Andy, which they all were happy about.

Andy had enrolled in community college in August of 2015, studying Power Technology and was finally on a good path. He received a 4.0 in the fall semester, something he was immensely proud of. He retreated back into depression and anxiety in the spring semester of 2016, finally succumbing to a fatal heroin overdose.

Andy was happiest when he was with his family and his beloved 12-year-old Golden Retriever, Sydney. His favorite family times were the annual ski/snowboard trip to Lake Tahoe each winter and the week they spent at Newport Coast each fall. Over Easter weekend 2016, he was able to meet and hold his newborn niece, Elle Juliette Lessard, daughter of Cameron and Denise. He thought she was pretty special and they had an immediate bond.

**One does well to recall that the socially devastating effects of unrestricted private interests have to be counterbalanced by public interests in any society that claims to be called democratic and that deserves that label. The tendency towards Third-Worldization even of richer economies with a programmatic binary system of a small group of haves and a majority of have-nots is a phenomenon that casts shadows on the future and raises some doubts about the reason in the brains of the people that find utter wisdom and desirability in such delacerating scheme of social organisation.**





**SCOTT SOUSA**  
**April 26**

Scott Sousa, 28, of Rochester, N.H., died unexpectedly on Tuesday, April 26, 2016.

Scott was born on January 7, 1988, in Malden, Mass. He is the son of Michael D. Sousa of Alfred, Maine, and Ann Marie (Nutt) Joseph of Somersworth, N.H.

Over the years Scott worked in the restaurant business as well as construction and roofing. Scott enjoyed the beach, snowboarding and camping. His great sense of humor and laugh were contagious. Unfortunately, as with many others, Scott struggled with an ongoing heroin addiction. Recently, Scott was on a wait listed to enter a clinic designed to help people overcome drug addictions. He was looking forward to starting his life over. Like many addicts waiting for intervention, Scott's addiction led to his drug arrest landing him in the Rockingham County jail in Brentwood, N.H. It was here that Scott was discovered unresponsive April 21. Knowing that bringing light to where there is darkness helps one heal, Scott's parents opted to turn their tragedy into a gift of life for others. Their son became a hero April 26 donating to others awaiting lifesaving transplants.

Scott also leaves behind his five year-old son Ayden of Rochester, N.H., Brother Christopher Sousa of Alfred, Maine, grandparents Mark J. and Raylene Sousa of Shapleigh, Maine, many extended family members and friends.

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# One Virtue of Design: Otherness

As fourth virtue I mention Otherness, or better concern for Otherness. This issue is linked to the discussion about

# Self and Identity, about Presentation and Representation

It plays a strong role in discussions about feminism, gender roles, race and ethnic diversity. It has virulent political implications because it is rooted in the question of autonomy, i.e. the

power to participate in  
the determination of one's  
own future.



**Travis A. Colton April 27**

This leads us to put into focus the - as Edward Said formulated it - blithe indifference to a good three-quarters of reality

Travis Alexander Colton, 29, of Russellton passed away unexpectedly Wednesday, April 27, 2016.

He was a beloved son of Terry A. Colton and Frances Gale Colton; brother to Mindy (Adam) Reese, Mark (Ashley) Clover, Jason Clover, Melina Colton, Christian Colton, Levi Colton, Seth Colton and MaryRose Colton; uncle to Abigale, Sebastian and Caleb Reese, Jonah and Penelope Clover and Kaya Rayne Jackson; also survived by many aunts, uncles and cousins.

Travis was the fourth of nine children, grandchild to Floyd and Rose Winningham and the first Colton grandson to Frank and Patricia Colton.

His talents, like his smiles, were endless. A graduate of Deer Lakes High School, Travis was an entrepreneur with his own roofing company, musician, writer, storyteller, architectural artist and stand-up comedian.

Travis battled a demon for roughly the last seven years.

She made him feel inspiration for only a brief moment in time and then she was gone.

Travis chased her and she had his heart.

He fought to leave her and eventually left her many times and was better, but she always made her way back into his presence and the cycle would repeat itself.

Eventually she took Travis's life.



Today design and design discourse reflect the interests of the dominating economies that under the banner of globalization are engaged in the process of modelling the world according to their hegemonic interests and imagery. Globalization as a new economic fundamentalism is the name for the actual planetary project or drift, a process that seems to advance with inexorable ruthlessness, like an objective force passing over the heads of individuals, governments and societies.

# Heroin.

She has taken the lives of many. We are not alone. This is an epidemic that is a disease and it needs to be treated as such.

Tapping the conceptual repertoire of  
anthropological discourse,

globalization

can be interpreted as an

attempt to incorporate Otherness

and to subject Otherness.

That might not be to everybody's taste. It should not come as a surprise that the victims of this process that euphemistically and cynically are labelled with the term "social costs" resist the attempt of incorporation and prefer to enter with better preparation the arena. When fight and competition are the order of the day or the supposed inexorable divine imperative that not to accept would be quixotesque romanticism, one might agree; but the entrance conditions into the arena should be less distorted.



# Kathryn Virginia Sophia Mason

## May 14

On Saturday, May 14, 2018 our precious child, born on September 19, 1996, returned to heaven and is at peace with God. Katy's passion for sports, nature, and most of all horses gave us the memories we will cherish for the rest of our lives. She gave unconditional love and great laughter to everyone.

Katy's bright future was lost to a life of drug addiction, starting at the age of 15. The epidemic state of drug addiction is the country's biggest problem at this time, rapidly taking the lives of our children.

Katy will be missed by everyone, especially her parents and brother. She leaves her parents, Bruce and Betty Mason; brother, Houston Wayland; grandfather, Samuel T. Drake, Sr. and extended family.

So my fourth virtue of design is respect for Otherness, leaving behind the racist distinction between developed and under-developed countries. This virtue implies the acceptance of other design cultures and its inherent values.

**Lisa Marie Andreadana**



**June 1**

With profound sadness we mourn the passing of our dear daughter, Lisa Marie Andreana, age 22, who entered into eternal peace on June 1, 2018 due to a heroin overdose after a long and courageous battle with addiction.

While we are deeply saddened to see her go, we are relieved that her struggle has ended and she is now at peace.

She grew up a happy spirited child with a love for family, the beach, soccer, running, reading, writing poetry, quilting (a love she shared with her Mama) and was an accomplished pianist. She was a very spiritual girl with a kind and caring soul. She touched so many people and always encouraged them to do their best even in her times of great struggle. She was quick to laugh and loved her family with all her heart. She was a 2012 graduate of Berlin High School and was a student at SCSU before her illness took hold.

She leaves behind her mother Amy Andreana, her father Robert Andreana, her beloved brother Bobby Andreana, and her half-brother Nolan all from Berlin, CT; her grandparents Raymond & Ginger Rondini of Newington, and Eloise Andreana (Grand Ed) of Berlin. She also leaves her special Aunt Pam Lavery of Berlin and cousins Raymond and Samantha her sister-cousin. She is also survived by her Aunt Heather Andreana & Uncle Rob O'Connor of Chicago, her Uncle Jeff, of New London, her Mom's significant other Jay Toner and his two daughters Megan and Madison of New Hartford and a loving supportive extended family with many Aunts, Uncles and close cousins.

It is the family's hope that the cruel disease of addiction will trend toward a broader degree of acceptance and de-stigmatization and a sense of urgency will be brought to this brutal health crisis affecting so many families. Lisa was a strong willed young lady who tried to fight addiction her way but ultimately lost the battle.

It definitely requires a critical stance against ethnocentric messianic visions of whatever type, European, North American or Asian. This virtue can counteract the propensity to focus exclusively on the one quarter of humanity that according to international statistics forms part of the industrialised rich economies.

We will love and miss her for the rest of our lives.

# Jonathan Woodbury June 11

Jonathan Woodbury, 33, of Pembroke, lost his battle with addiction on June 11, 2016. Loving father of Taylor Woodbury. Beloved son of Kathy and Mike Woodbury. Cherished grandson of Joseph and the late June Sampson, and Priscilla Hyland. Loving brother to Nicole Loud and her husband Joe. Uncle to Ashlin and Devin Loud. Jonathan is also survived by many aunts, uncles, cousins, and friends.

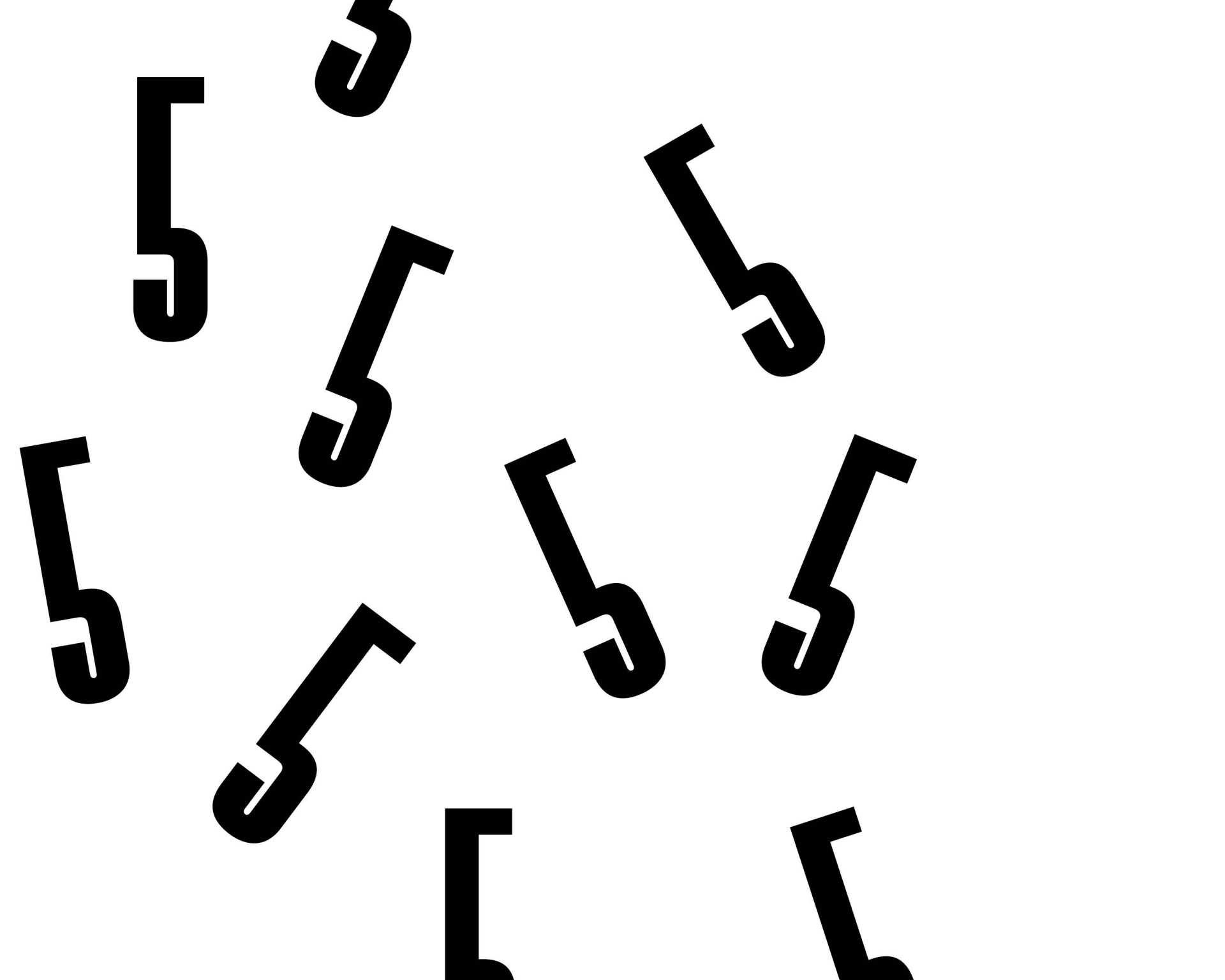
Younger brother of Michael Woodbury (right).



# Michael Woodbury June 11

Michael Woodbury, 37, of Pembroke, lost his battle with addiction on June 11, 2016. Beloved son of Kathy and Mike Woodbury. Cherished grandson of Joseph and the late June Sampson, and Priscilla Hyland. Loving brother to Nicole Loud and her husband Joe, and the late Jonathan Woodbury. Uncle to Ashlin and Devin Loud, and Taylor Woodbury. Michael is also survived by many aunts, uncles, cousins, and friends.

Older brother of Jonathan Woodbury (left).



# One Virtue of Design: Visuality

Thinking in terms of images.

One Virtue: Visuality As an equivalent to Italo Calvino's virtue of Visibility, I take Visuality in the field of design. He characterises visibility as "thinking in terms of images". That is an assessment with radical implications, because in our culture thinking is associated with linguistic competence, with dealing with texts, whereas the visual domain is put into the subaltern role of quacks, trickery, treachery, superficiality, shallowness, appearance, Schein, blosser Schein, something not to be trusted, that is, the opposite of macho-style thinking, at best a second-rate kind of thinking, but definitely an intellectual nullity.

The denigration of vision and visuality has its philosophical origins in Plato's well known cave simile. We can call this deep linguistic bias against visuality and its cognitive potential the

**“imperialism of the word”.**



**Samantha Joanne Grajcar**

**July 12**

# Graphicacy

The competence in dealing with images.

Born October 5, 1999 Died July 12, 2018 Samantha Joanne Grajcar from West Palm Beach, FL died July 12, 2018 from a heroin overdose. Beloved daughter of Kim Noel Bukowy Grajcar and David Michael Grajcar, Sr. Loving sister of David Michael Grajcar, Jr. Granddaughter of Virginia and Joseph Lupo and Michael and Sharon Grajcar, Sr. Samantha was preceded in death by her paternal grandmother Joanne Linville. Samantha is survived by a large family of many aunts, uncles and cousins all who loved her and will miss her dearly. She is also survived by a lifetime of schoolmates, close friends and tons of people in and out of recovery.

Some of whom are still struggling with addiction.

The possibility that the visual domain has cognitive power and is not a simple subordinate or corollary to text has been perceived sometimes, but it never got a strong foothold in our educational system and has been filtered out in academe where mastery of texts is institutionally consolidated. Nobody would doubt that literacy is a prerequisite for higher learning, but graphicacy as it has been called the competence in dealing with images - is far from being recognised as a competence of equal importance. That might change in the future, putting an end to visual illiteracy that is disfiguring and disbalancing university education everywhere, producing masses of visually, and thus aesthetically atrophied graduates.

There are symptoms of change provoked by technological innovations. I refer to the process of digitalization. In increasing degree sciences and cognition depend on the power of the visual domain, of images and visualization, not in the traditional ancillary role of providing illustrations for the higher glory of texts, but in its own right. The still fledged imaging science is a new branch that deals with the multifaceted phenomena where images are not taken as examples of mimesis, but in which images reveal realities that are not accessible through words and texts.

The theory of post-structuralists based in the assumption that reality is a "text" that has to be "read", that architecture is a "text", that cities are "texts", that our designed environment is a "text" to be deciphered by the master decoders, will have to be revised.

This text-fundamentalism has to be relativised by showing that the deeply-engrained predominance of the word in judaeo-christian tradition (In the Beginning there was the Word, Im Anfang war das Wort) is now starting to be technologically undermined and that its claim of the word as the exclusive and predominant domain of cognition is simply that: a claim that today shows signs of corrosion.

The antivisualism, the logocentrism counts with a long and strong tradition that - save a few exceptions - has passed with olympic indifference over the visual domain. Therefore a change will not occur from one year to the next; the shift might stretch over a period of generations.

For design undreamt, radically new possibilities open up. But so far, apart from dispersed initiatives to tap the potential of design for visual cognition, the profession of graphic designers pursues well-trodden tracks. Here then is the challenge for design education to explore this new domain and to loosen the strong association between graphic design and sales promotion - from detergents to political candidates. We do not have yet a name for this new domain that would correspond to imaging science. Perhaps in the future the notion of "image design" or "visualisation" will become popular, though I would prefer the term information design, because the binarism between word and picture should be avoided.

# Literacy

The competence in dealing with words.



# Visuality

As a domain of cognition.

# Cognition

As a domain of visuality.

The emerging field of information design would not only require a considerable collective effort to get outlined and established as a promising field of expertise, it would furthermore contribute to a problem-oriented approach to design issues that differs from the self-centred design approach that gained attractiveness in the eighties.



The fifth virtue then I would like to see maintained and increased in the next millennium I call Visuality.  
Let me quote a scholar of visuality to reinforce my argument:

# Sean Cameron May

## July 27

Sean Cameron May, 29, of Lake Worth, was born February 6, 1987 in West Palm Beach at Good Samaritan Hospital. Sean died peacefully at his home in Lake Worth on July 27, 2016 yet another victim of south Florida's heroin epidemic.

Sean leaves behind his parents Carl and Barbara May also of Lake Worth, along with numerous cousins, aunts, uncles and one grandmother. In addition to his family he leaves behind countless friends and acquaintances. Sean was a big boy with a big heart and was known for his kindness to strangers and a burning desire to help those around him, especially those whom he felt were worse off than himself. He was forever offering to share food, his belongings and even a place to stay with those who needed it.

He was smart, funny and full of talents but graphic arts and film editing were among his most notable. However it was the art of snook fishing where Sean really excelled. He learned this from his father but by the time he was a teenager he had far surpassed his dad at this skill. Sean also possessed the unique, and quite possibly unparalleled ability, to drive everyone around him crazy by arguing endlessly over even the most obvious of facts. He drove us all nuts, but we all loved him anyway. He was that kind of personality. We hold close the hope of being reunited with Sean in Jehovah's future resurrection.



# Wayne Curtis Weldon, Jr.

## August 29

We are heartbroken and devastated to announce the passing of our beloved son, brother and father - Wayne Curtis Weldon, Jr. Curt was born on July 24, 1981 at Crozer Chester Medical Center in Upland, Pennsylvania and lived most of his life in Delaware County. Curt died suddenly at home on August 29 in Boyertown, Pennsylvania.

Curt was an outgoing young man who loved sports and music. As a student in the Penn Delco School District, Curt excelled in baseball, soccer, and ice hockey. Curt once scored all 5 goals in a game for the Sun Valley Ice Hockey Team. Curt was a leader with local Aston youth who pushed for ice hockey at Sun Valley and for construction of IceWorks Rinks with Township leaders. He enthusiastically monitored Philadelphia collegiate and professional sports, was a regular on WIP Sports Talk Radio, and was recently published with columns focusing on the uniqueness of Philadelphia's sports fans in several New York publications. As a 1999 graduate of Archmere Academy, Curt excelled in music and received departmental honors in Instrumental Music for his capability on the trumpet. Curt also played with a group of Archmere students known as The Antix, which produced an album. Following Archmere, Curt attended Delaware County Community College, Neumann University, and Widener University in pursuit of his undergraduate degree in Sports Information.

Curt was interested in every one of his father's campaigns for Congress, attended three national conventions, and worked for the U.S. Chamber of Commerce and Delaware County Homebuilders Association.

Like too many people, Curt struggled with addiction to prescription opioids and benzodiazepines and worked through several rehab programs, but could not shake the negative spiral that is common to people suffering with addiction.

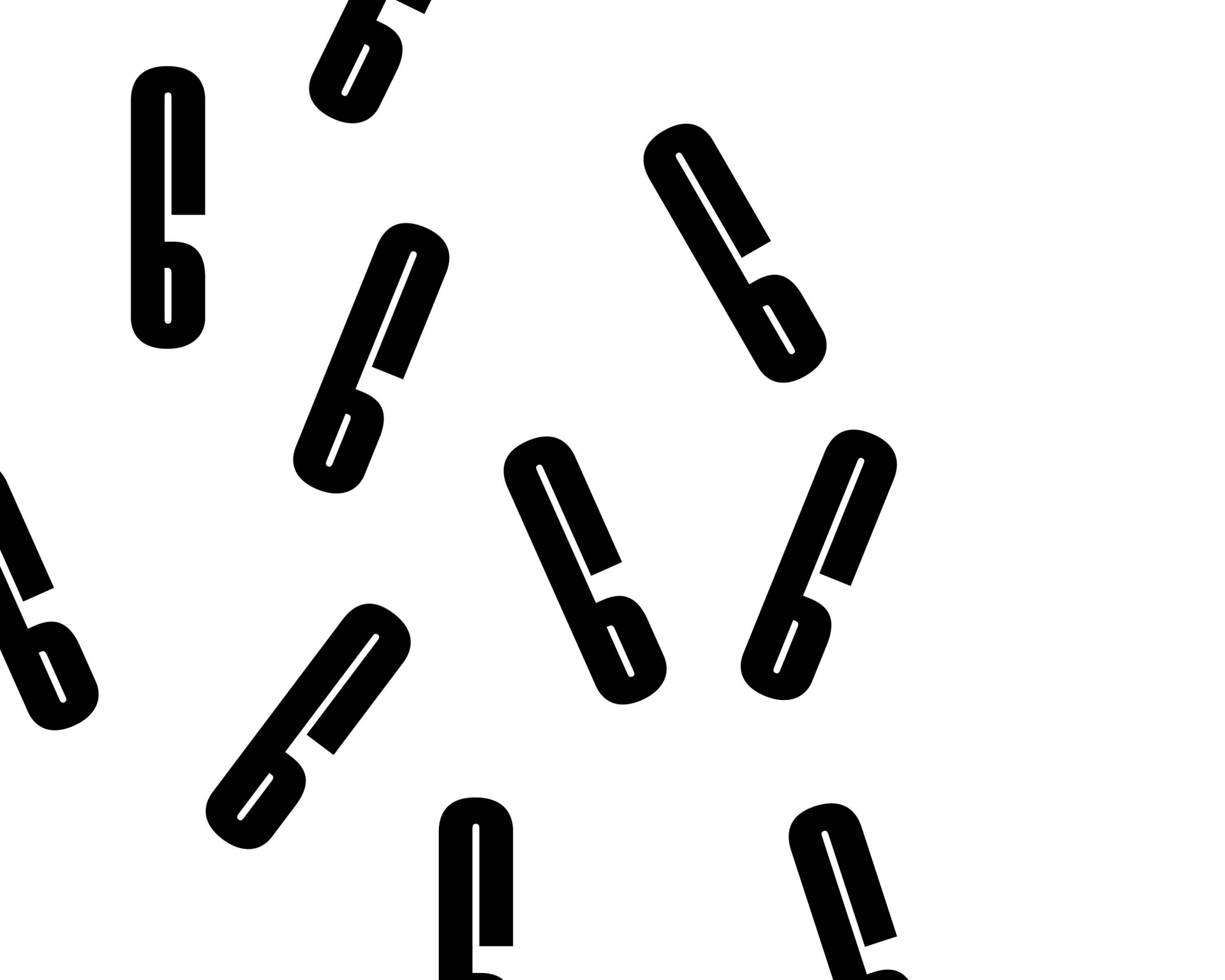
Curt's love for his family and his son never wavered as he strived to control the disease that confronted him on a daily basis.

**“The history of the general move towards visualization thus has broad intellectual and practical implications for the conduct and the theory of the humanities, the physical and biological sciences, and the social sciences indeed, for all forms of education, from top to bottom.”**

Stafford, Barbara Maria, *Good Looking - Essays on the Virtues of Images*.  
Cambridge/London: MIT Press 1996. p. 23.

Curt was a hardworking, fun-loving person who enjoyed life but fell victim to the same epidemic that has had disastrous effects on families and communities nationwide.

Curt would want his legacy to be that his early death might save but one person struggling with addiction. We ask that those who wish to pay tribute to Curt do so in their own private way with someone currently afflicted with an addiction.



# One Virtue of Design: Theory

One Virtue: Theory

Coming to an end of this panoramic tour into the domain of virtues  
let me now have a look at the question of design theory - a ques-  
tion that is related to the general issue of

## design discourse and design research.

If you touch one life at risk and give that person a sense of hope and caring, Curt would be grateful!

Every life has meaning; as difficult as it sometimes is, we must never give up hope!



As I have argued elsewhere I do not see any future for the design profession if within the next years we don't overhaul all our design education programmes and open an institutional place for design theory.

There are two reasons for this declaration: first, every professional practice takes place in front of a theoretical background; that holds even for practice styles that vehemently deny any theoretical involvement. Second, professions that do not produce new knowledge do not have a future in technologically dynamic societies. Therefore design theory should and - according to my assessment of the future - must become part of our educational programmes. Design theory still leads a marginal existence. It is considered pastime of some eccentrics in academic settings protected from the harsh realities of professional practice in the labour market. That is a somewhat biased view that does not reveal particular perspicuous vision.

Theory is not a virtue. But concern and cultivation of Theoretical Interests is a virtue that I would not only like to see continued into the next millennium, but brought to full blossoming.

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This book is an original design by Izzy Miller.  
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