

To be, or not to be: that is the question.

Designer's roles, social mission and visions

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Designer's role in our society has been changing all the time. From the subconscious creative behaviors of the primitive man who started using stones as a tool for self-protection, to the university subjects of functionalism and aesthetical judgments, design is increasingly recognized by not only craftsmen, technology companies, academic pioneers or creative individuals, but is taken as a far more profound issue for our society. In fact, it tends to be taken as the engine of the society, promoting all social aspects to more diverse and competitive identities.

It was sometimes deemed that designers are the combination of artists and other majors such as engineers or medical scientists. However, if taking a closer look at the specific role of designers, you would find the magic of this "organic blend" is actually making design an ever more significant role. It is not only a job function, not a tool or assistance for other realms, it is an engine that motivates all the other realms, and thus it helps stimulate the whole society to a cooperative union, just like what eggs and heat do to a bowl of unconfined powder to make a perfect condense cake. Therefore, hidden in the plain aesthetic pursues is the bigger social mission of ethics and cultures of designers.

With this prevailing conception of designers' current roles, the blueprint of the design industry is however, an even more exciting picture to imagine. The high-valued penetration of design makes the role of designers either managers of a company or constructing main sections of an agency, because it is the nature of designers to take initiatives and make the change where design is needed. Furthermore, the ever more emphasized position of design would call for a higher integrity and comprehensiveness in design, and thus produce more subdivisions of this subject, or with an even bolder vision, design itself could be merged into all social realms as a must-have role.

We could recognize, from the role of design, how designers' missions matter to the society. The vision of contemporary individual designers promises a society of diversity, beauty and motivation.