


a design manifesto

awake

The word "awake" is rendered in a bold, black, sans-serif font. The bottom portion of the letters is cut off by a horizontal line. From the bottom of this line, white, stylized roots or branches extend downwards into a solid black background. The roots are thick and taper as they branch out, resembling a tree's root system.






We stand at at time in our culture,
where we cannot help but to acknowledge that

we are

one human race,

connected

by our reliance on each other, the earth, and the sun.



We are globally connected,
and thus are becoming
increasingly aware that our

systems-

social systems,

systems of production,

of consumption,

economic systems -

**are not
aligned**

with the values or best interest
of the majority of people on
this planet, not to mention
the animals, plants, and
this entire living
ecosystem
around
us.



Wealth inequality,
racism,
child trafficking,
war,
environmental destruction,
climate change, and
interpersonal violence of all kinds
only exist because

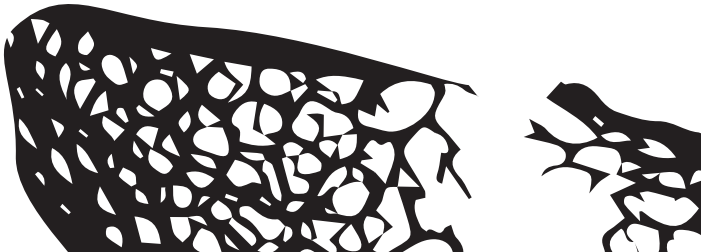
**we
unconsciously
agree to them,**

and as our awareness of this grows,
we are being called to build
new systems that will not support
or perpetuate this suffering.



We are awakening
to the idea that
these “external ills”
are also indicative of
our individual internal suffering.
We have to heal ourselves
to heal our culture
and our civilization.

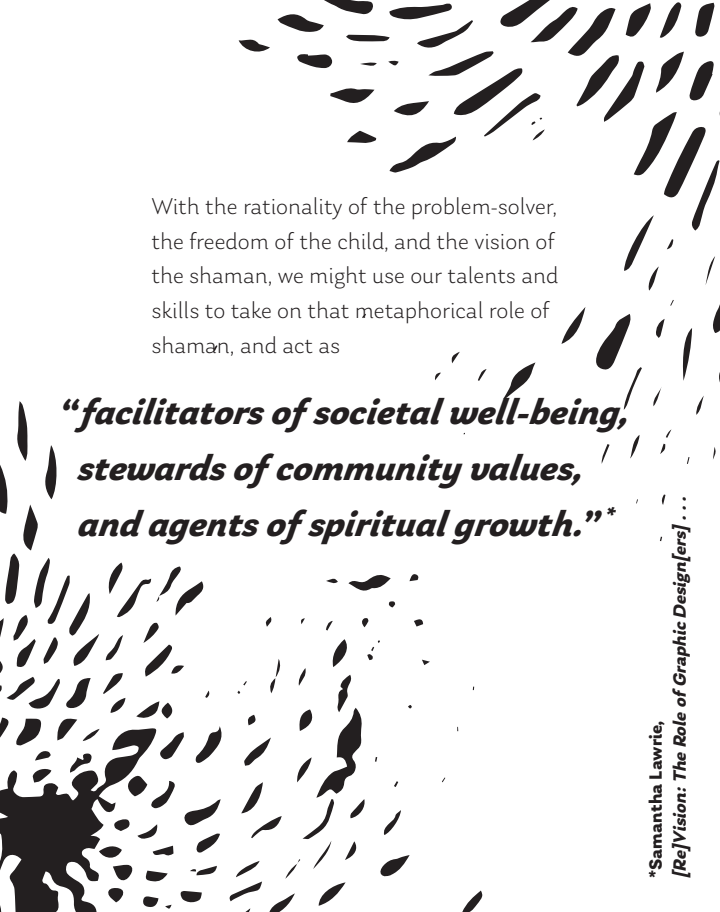
**Designers have a
unique role to play
in this cultural reckoning.**



Everyone's journey is a unique one, but our collective transition to a more sustainable world is dependent upon each of us.

We don't necessarily
have to worry
about fixing
the old systems,
but we can invent
new iterations based
on entirely
new visions.





With the rationality of the problem-solver,
the freedom of the child, and the vision of
the shaman, we might use our talents and
skills to take on that metaphorical role of
shaman, and act as

***“facilitators of societal well-being,
stewards of community values,
and agents of spiritual growth.”****

*Samantha Lawrie,
[Re]Vision: The Role of Graphic Design[ers] . . .

Though that role of problem-solver is still important, as there will always be clients and problems, graphic designers are also meaning-makers and can use their skills to intentionally shape culture, values, and beliefs.

**It is time to engage
the heart & the soul,
not only the mind,
in our practice now
and into the future.**

We must no longer ignore the spiritual dimension in our role as a graphic designer.



Rampant consumerism
and radical religion have stigmatized
the spiritual and removed it from the
realm of the non-secular.

Each of us has a deeper wisdom
within us that we can witness
and cultivate.

This will allow us to

**see beyond the
ever-changing
current cultural
vener**

**and take our direction
from a place of purpose within us.**

So we can help our humanity heal.

Why?

and find balance,
authentic re-connection to self
and each other,
and holistic wellness
on an individual, societal, and global level.

Design can help us “wake up” - to liberate ourselves from prior conditioning that keeps us fearful, distracted, and oppressed.

Design can build new systems, enforce and create values, share visions and narratives that make meaning and change the world.

Design can mitigate technology, steer it towards an ethical outcome, give it a heart and a useful purpose.

Design makes a tool from a technology, and

**design can help us
access new
dimensions of
understanding.**

Design from a place within.
Get grounded first - meditate, breathe,
be in nature.

Open the heart

and feel around the design solutions,
as well as think about them.

Write about them.

Listen to as many sides of the story as possible.

Aknowledge your biases and assumptions.

**Have one foot
in this cultural reality,**

**and one foot
outside of it.**

To move culture ahead,
we cannot be consumed by it.
Our inner vision must extend beyond it.

There are many ways of knowing,
and many sources of meaning
outside of the client brief.

Return to the earth,
learn from patterns and
systems of nature,
of your own behavior,

Find what is sacred to you

find ways to see the
sacred in the everyday
and how it is experienced -
internal landscapes, external landscapes,
virtual and imaginary landscapes.



What stories need to be told?

What stories can only you tell?
Finding these answers means
getting to know yourself.

It means healing, looking within,
examining what we fear, what we love,
and putting it into our work.

Therefore,
with these
intentions
and
questions
as our
guides

...



We *as graphic designers,
are intentionally
creating a culture
where we value
our interconnectedness with all of humanity,
with the earth which sustains us, and with
all living things.*

*We can help build a culture that
seeks to eliminate suffering,*

prioritize happiness,

*mental wellness,
and upholds systems
that support reconciliation,
and healing our individual
and cultural dis-eases.*

We can use our talents
to listen in new ways, to

**seek and
articulate
new visions**

and write new stories, instead of
regurgitating the same agreements
and assumptions our broken
systems have been built with.

We can also share time-tested wisdom
that can inspire us to personal
liberation, and to foster virtues and
skills that can be useful as we navigate
these transformative times.

*We want to awaken
our hearts and souls
in order to use our talents
to make work that is useful
and meaningful -*

*work that helps us
to look within ourselves,*

*work that awakens us
to our human potential,
shares knowledge,
transforms old systems
or supports building new*

systems **that are**
rejuvenative
rather than destructive.



CHANI BECKER
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