

Santa Fe REAL ESTATE Guide

Artisan/craftsman/**builder**

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Creativity focused in Design Week

by Kurt Faust

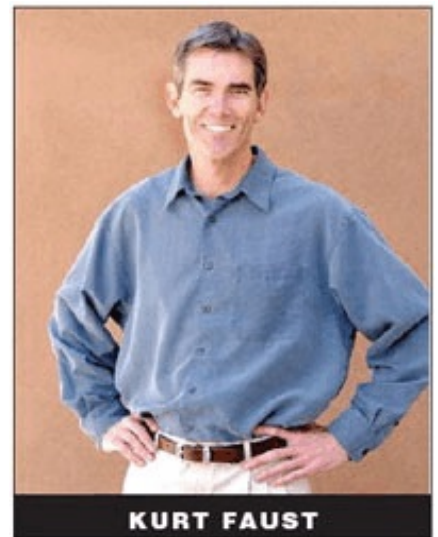
Santa Fe is the epicenter of a global network of the world's most creative thinkers! And why not? We all know that Santa Fe is one of the more creative communities to live and work in. Consider all the arts and culture here, consider the labs and think tanks. In just its second year, Santa Fe Design Week brought in an amazing multitude of creative minds from all over the world to talk about the state of the art of design and its intrinsic value to everyone.

We usually think of design from the point of view of the arts and crafts, architecture, engineering, graphics, fashion, etc. We don't often consider that design is a process as well, a process of decision making. The future of design is moving beyond the status-quo definitions of problems as we try to understand complex systems. It is developing critical insights into the dynamics, interrelationships, patterns, and multiple contexts inherent in systems. It is using all we know about science, nature, relationships, and human nature together as our design palette.

Given that point of view, design begins to encompass more than our small list and a review of the events of Design Week shows a diverse number of events from many disciplines. A remarkable number of them revolve around words like green, urban, emerging, sustainable, renewable, digital, bio, energy, solar/wind/water, the Santa Fe river, and much more. It is truly an impressive list of the most innovative and progressive minds and ideas from our city, the region, and the international community. It shows how design is all around us.

All of this plays into the city's stated goal of encouraging economic growth from a select few business sectors, namely arts and culture, hospitality, water conservation and clean energy, software development, publishing and new media, and outdoor gear and apparel, most of which were well represented by Design Week. These sectors were chosen because of their relatively high wage scale and relatively low environmental impact and are augmented by the creative character of Santa Fe.

Santa Fe Design Week energizes us in a new way. It demonstrates how interconnected these many different disciplines are through the language of design. It brings publicity to small talented, creative enterprises. It brings



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a synergy of enthusiasm and collaboration to an economy largely based on the creative endeavors of individual designers, artists, artisans, and craftspeople.

Santa Fe Design Week brings out the leading edges of culture and technology. It gives us a format for networking across the different disciplines. It shows how broad the reach of design is. It inspires us to tackle some of the world's most towering problems. It helps us to involve those who are not normally involved in the design process. And uniquely, Santa Fe Design Week is here and in the context of northern New Mexico, is infused with our sense of place and purpose.

Congratulations to all the hard working visionary people and may next year be even more exciting.

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