

# Design Serving Humanity. Design As Soul. Design As Who We Are.\*

**“Only one company can be the cheapest. All others must use design.”**

—Rodney Fitch, *Fitch on Retail Design*

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**“It is fair to say that almost no new vehicle in recent memory  
has provoked more smiles.”**

—Tony Swan, “Behind the Wheel,” review of the MINI Cooper S; *New York Times*

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**“The peculiar grace of a Shaker chair is due to the fact that it was made by someone  
capable of believing that an angel might come and sit on it.”**

—Thomas Merton, from *Religion in Wood: A Book of Shaker Furniture*  
by Edward Deming Andrews and Faith Andrews

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**“In some way, by caring, we are actually serving humanity.  
People might think it’s a stupid belief, but it’s a goal—it’s a  
contribution that we hope we can make, in some small way, to culture.”**

—Jony Ive, chief designer, Apple, in Ian Parker’s “The Shape of Things to Come,” *New Yorker*

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**“We don’t have a good language to talk about this kind of thing. In most people’s vocabularies,  
design means venerate. . . . But to me, nothing could be further from the meaning of design.  
*Design is the fundamental soul of a man-made creation.*”**

—Steve Jobs

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\* Design Excellence = Extreme Humanism