To Reach Beyond
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In a world that is ever growing and vast our personal realities become almost infinite. It is this variation that creates diversity. Diversity is inherently a human condition created out of different ways of moving through space, interaction, senses, and visual physical phenomenon. Diversity in cultural background provides dialogue of different social, political and human experiences. Diversity in fields and craft allow different ways of approaching problems and solutions. It is through understanding these diversities that we can provide design solutions.

To understand design outside of the western modern perspective, the designer must break out of their social and cultural conditioning. In western society, we live in a state of comfort and accessibility, where everything is only one click away. As designers we are born into and accustomed to this mindset of modernist functionalism and passive architecture. We think and design in the most convenient way, not willing to put ourselves in a place of discomfort in our explorations. Once the designer is taken out of their first world modern notions of comfort and looks upon the world engulfed in other social political backgrounds living in spaces of resistance and unease, they see how the lack of accessibility and easy living can create new, innovative and sustainable design solutions.

Cubans after long years of embargo and inaccessibility to new materials and the outside market, were forced to maintain their 60-year-old American cars through the process of innovation. They replaced and put together scarp's of different cars from different engines to hood ornaments. Through the process of repair, desperation and thinking outside of convention a new piece and product was born. Also, as an alternative to being thrown into waste land the cars were revived and given new lives. This proves that through invention not only new ideas are created but also issues of sustainability can be solved. Creativity is born when there is a problem to be solved, and when we take the path of least resistance.

Diversity in culture and even diversity in different fields and crafts can create new ideas outside of the typical visual language of a designer. Even in the example of the repaired Cuban cars, a new approach in design and concept making is introduced. It allows for an avenue to step out of thinking in terms of doors columns and walls and understand different ways of problem solving from other fields that can turn into a new design language. Through exposing ourselves to other ways of life, craft, visual and non-visual culture we allow our minds to expand its possibility of design. Once the mind moves out of its place of comfort, it begins to solve and create new meaning from what it has newly learned. Through this process we start to make connections and see patterns and relationships between varying ideas and fields. This allows the designer to use diversity as means to expand upon our notions of the world, how we create and inhabit it.