

AMBIDEXTROUS

We hope you've been enjoying this article from Ambidextrous!

It is part of our effort to provide a forum for the cross-disciplinary, cross-market community of people with an academic, professional and personal interest in design. Please support the community by becoming a subscriber!

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All together now

We created *Ambidextrous* to draw a community around what designers **do** rather than what they make. We wanted a place for you to converse about your favorite tools, your struggles with craft, your evolving process and your most exciting ideas.

Our main goal is high subscriber participation. We designers all have lots of know-how— nifty tools we've found, crafty tricks we've invented, neat ideas we've discovered— and great stories to go along with them. This is a forum for us all to cross-fertilize that know-how, to share and grow as designers. This is your magazine, and so we encourage you to get involved in a hands-on fashion. Give feedback to the articles! Suggest new topics! Write about what you love!

The name *Ambidextrous* is a nod to the increasingly “multi-handedness” of design. More and more, design is social; design transcends disciplines; design crosses markets. We've appropriated the name from the late and great Rolf Faste, who famously helmed the course “Ambidextrous Thinking.”

To Rolf, design was something you did not with



Photo by Tori Bailey

your head or your hands, but with your entire body, with your entire being. He denied the existence of a gap between the pragmatic and aesthetic aspects of design. But Rolf was more than a visionary; he lead through action and community rather than through dogma. So it is that we address his legacy with a magazine rather than a manifesto.

As designers, we have embodied our beliefs about design into this magazine. We believe in the importance of the design inside as well as out, and so we will feature a functional dissection in every issue. We believe in designing for the long haul, so we offer object obituaries at the end of each issue. We believe that design transcends product, and so we seek to investigate interactions, experiences, theories and ideas. But above all, we believe all design is redesign, and so we are calling on you, the design community, to get your hands dirty and help us create a magazine that serves your needs and your beliefs. We want your feedback. We welcome your musings, your writings, your reviews-- and your subscriptions!



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