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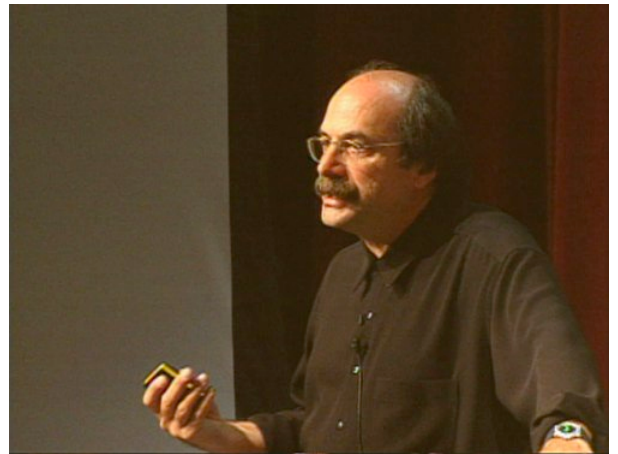
Design is Risk-Taking

David Kelley, *IDEO*

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Video URL: <http://ecorner.stanford.edu/videos/681/Design-is-Risk-Taking>

Kelley further describes his passion and what design means to him. He describes design as a process of having a combination of ideas in the head that need to be organized, while making a leap of faith about how it will be presented. It is a totally enjoyable experience, he says, there's a zen moment where time goes by and you lose track of everything. He presents a few design projects, including Personal Sky, SpyFish and weather-related inventions.



Transcript

And as I said, design it is for me that feeling of this big mass of stuff in your head but you don't know what it is. And then, you have to, kind of, collect all the data and understand your users and understand the technology. Then, you still have to leap - make a creative leap at some point of what you're, actually, going to do. And for me, it's just a totally enjoyable experience. It's like working on something, sanding those designers in the audience, it feels I spend a lot of time sanding things. It's kind of a 'zen' moment for me where I'm just there and time goes by. And you just, kind of, lose track of what's going on. Because you're in this, kind of, enjoyable space where you're working on the process of design. There's a new book out called "Masters of Innovation", if you want to see. I'm not going to show a lot of stuff, like the audio did.

I'm going to show a few things but if you want to see what I was up to, recently, there's the book. I will show a couple of things as a designer. These slides are hard to see. As a designer it's really hard to hold back your enthusiasm for what you're working on. This is a project called Personal Skies. Which was exhibited at the Museum of Modern Art in New York City. It's a room where we had several to three tables and three chairs and three big projection screens overhead. And the idea is you walk into the room, you sit down at the table and you pick up the phone; there are, some kind of, random numbers you can dial and on the display above will appear the sky that's in a certain location. Whether it's South Africa or Milan, or wherever. That sky is pumped in and you can have that feeling.

You start out when you sit down, I should have said, with, kind of, fluorescent lights. Kind of in a Dilbert, kind of way. In fact, we were asked by Scott Adams, who writes Dilbert, to redesign Dilbert's cubicle. So, if you go by our website, you can see our redesign of Dilbert's cubicle. I think that may have come because of this project. So, you can get a different mood by just dialing the phone. And then there's a chair. We sit down on the chair. The chair has a video camera in it. And the back of the chair takes on, whatever, texture you're wearing; on the back.

And then when you walk away, like you left your coat on the chair, it stays there. It's another project called Spy Fish. This is for scuba divers who don't want to get wet. You throw this sophisticated, multiple camera device over the side of the boat or off the dock. And then it can go down a few hundred feet. You drive it like a video game and you can, actually, see the fish or whatever you're after, as an image on the display that's up on the dry land. And just one other real idea which I'm, particularly, proud of that we came up with without thought initiative in Japan. This is an umbrella stand that goes by the door. And then it has an internet hook up to display in the bottom of the umbrella stand. So as you leaving, you look down in the bottom.

And you can tell what the weather is. And then, you know whether you need to take your umbrella or not. We did this a while ago, and the students at the college of art did this one better. And he programmed his toaster, such that there's a little, kind of, dot-matrix heating elements and he burns the weather into your morning toast. So, it's quite good. So, that to me--you following your passion, is very important. You can't go wrong if you're following your passion.