



circular

Circular is for friends of Circle. We invite your feedback.

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In India

Robert L. Peters was in India in April in conjunction with the quarterly Icograda board meeting. While in Mumbai he participated in a historic inaugural meeting of professional graphic designers desirous of creating a national association in India. He also gave a presentation at the B.I.G. Conference (Brands, Identities, Graphics) at the National Institute of Design in Ahmedabad. He spoke about branding and addressed questions regarding the visual overload that many people experience daily, and the quest that many are on in search of a simpler life. More and more individuals resent being treated as 'targets' and a 'brand backlash' is growing worldwide. A highlight of Rob's trip was visiting the former residence of Mahatma Gandhi in Mumbai.

Icograda Archive

On 26 June 2003, Robert L. Peters, on behalf of the International Council of Graphic Design Associations (Icograda) and Sir David Watson, Vce-Chancellor of the University of Brighton, signed a formal agreement regarding the location, classification, cataloguing, maintenance and development of the Icograda Archive in conjunction with the Design History Research Centre Archives at the University of Brighton. In past months, Icograda has been compiling its various collections of records, documents, samples and publications gathered since Icograda's inception in 1963. This important collection will contribute to a major bank of twentieth century design archives, both physical and virtual, already housed and managed by the University of Brighton. Significant portions of the Icograda Archive will be made accessible via the Internet in the near future. For more information, visit [Icograda News](#).



WE MUST LEARN TO LIVE TOGETHER AS BROTHERS, OR PERISH TOGETHER AS FOOLS. - MARTIN LUTHER KING, JUNIOR

I hate quotations. Tell me what you know.

~ RALPH WALDO EMERSON ~

RANTS & RAVES



Question Everything

In the August 2003 issue of *HOW* magazine, Robert L. Peters directed pointed questions at North American designers and encouraged them to examine design's role in shaping the world. Following is an excerpt from "Question Everything" which can be found in its full form in *HOW*, under News Stories at www.circle.mb.ca. Additional information and resources are available at www.howdesign.com

Ask why. Question answers. Assume nothing.

Are we regressing as a species? Is might again right? Greed is good? As I write this, 'smar't American bombs are flattening the ancient city of Baghdad. SUV owners complain about gas prices. Foreign despots are blamed for threatening the American way of life, yet that ironic way of life – with ravenous over-consumption as its modus operandi – poses the greatest threat to our fragile, over-stressed planet. Do designers even care, or are we numbed by the media din that we ourselves have created, deaf and dumb to large issues?

Facts don't disappear because they are ignored. Of our six billion fellow human beings (doubled since 1963) two billion go hungry daily, with no access to clean water. An estimated 35,000 children die each day of malnourishment and preventable diseases. A staggering 40% of humans live on less than \$2 per day. Aids deaths now top 6,000 daily, with more than 50 million infected with HIV/Aids. One person is murdered every minute, one dies in armed conflict, and another commits suicide. Globalisation is not helping – unequal distribution of wealth, health and knowledge is widening gaps between the haves and have-nots. Unrest, fear, fundamentalism and fanaticism breed in the hearts of those with nothing to lose and everything to gain...

The hardest thing to see is what is in front of your eyes.

~ GOETHE ~