

# [Paola antonelli: design as art in modern world](https://assignbuster.com/paola-antonelli-design-as-art-in-modern-world/)

[Art & Culture](https://assignbuster.com/essay-subjects/art-n-culture/)

The recessive economy, environment, and sustainability of resources are vital issues where the designing of objects could make a significant impact. She says that designers are creative and have the ability to effectively use any material to make a difference to the world. She has accurately summed up the role of designers as the ‘ biggest synthesizer in the world who (excels) in synthesizing the human needs’. Indeed, their design, sometimes may not be understood but the wider ramifications of those designs on the contemporary issues give them the necessary impetus to continue with their work. The recessive economy, environment, and sustainability of resources are vital issues where the designing of objects could make a significant impact. She says that designers are creative and have the ability to effectively use any material to make a difference to the world. She has accurately summed up the role of designers as the ‘ biggest synthesizer in the world who (excels) in synthesizing the human needs’. Indeed, their design, sometimes may not be understood but the wider ramifications of those designs on the contemporary issues give them the necessary impetus to continue with their work. She concludes her talk by exhorting the designers to let go of their creativity in a way where they can visualize at different scales. She declares that design is not only aesthetic but it also serves humanity through innovative input that facilitates to meet the challenges of the time.