

Santa Fe REAL ESTATE Guide

Artisan/craftsman/**builder**

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Santa Fe blossoms with Design Week

by Kurt Faust

The third annual Design Week has come and gone and, though hamstrung by an incredibly short time line for implementation and major construction projects at its usual venues, it has begun to find its meaning and focus.

Santa Fe could easily be an international “Think Tank” for design. In fact, it already is if you consider the presence of the Santa Fe Institute and Los Alamos National Laboratory nearby. Living in Santa Fe you could miss more design-related events in a short period than most towns of comparable size would even offer in a year’s time. There is an amazing talent base of creative people in Santa Fe, where people value the aesthetics and the feel of the place they live and work in.

It is for this reason, perhaps, that there is a plethora of good design and good designers working here. Think of all the disciplines we have which are well represented: interiors, fashion, furniture, architecture, new media, old media, arts and crafts, culinary arts, healing arts, high tech, software design, financial, systems, outdoor gear/apparel, writing, publishing, performing, the Bioneers, film, contemporary Southwest, etc.

Since the Renaissance, human thinking has become increasingly narrow and specialized, led by the scientific method in which all fields of study are thought to be amenable to scientific explanation. This thinking relies on information gained from measurements which must be as objective and accurate as possible. All this categorizing and measuring increasingly makes our thinking more narrow and specialized.

There is a new attitude of seeing the world of phenomena and its patterns and order as interconnected. Of seeing all of the natural world as a highly complex set of intelligent inter-relationships - that we humans are part of and not separate from this finite world. There is a new regard for traditional knowledge, values, and ethics of behavior that celebrate the natural world. It questions unlimited faith in the virtues of science and the modern paradigm that technological development is invariably good.

This new attitude is fueling a revolution. Design has become an expansive, all inclusive, multi-discipline



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concept. It brings together new technologies, ideas from across all cultures, and many new materials. It calls for a new definition of function and adds sustainability and affordability to the mix.

Design Week is essentially a conversation across these many disciplines about the leading edge of design. The event brings talented creative people from among the various design disciplines and allows them to interact in a public setting. It is an exciting conversation and those who participate in it get juiced up by it. It is an engaging event where we can discover our own personal aesthetic and our authenticity. Design Week is about exploring ways beyond being “trendy” and helping move “Santa Fe style” to a new creative level while maintaining its regional relevance. It is a chance to learn about the many facets and opportunities in design, a chance to contribute something useful and beautiful to our world. It is an opportunity to bring attention to the many talented designers living and working here and to reach out to hundreds of local students. Which may be Design Week’s ultimate success.

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