

# Bruce Mau

## Quotes

*Design, Inspirational, Want, Answers, Children, Outcomes, Invisible, Being  
Cool, Different, Values, Black, Matter, Unique, Trying, Work, Tonight,  
Appearance, Change, Morning, Study*

When the outcome drives the process we will only ever go where we've already been. If process drives the outcome we may not know where we're going, but we will know we want to be there.

~Bruce Mau

Today is the child of yesterday and the parent of tomorrow. The work you produce today will create your future.

~Bruce Mau

The wrong answer is the right answer in search of a different question.

~Bruce Mau

The fundamental idea of design is to make the world a better place.

~Bruce Mau

When everything is connected to everything else, for better or for worse, everything matters.

~Bruce Mau

The word 'studio' derives from 'study'. Our object is not to know the answers before we do the work. It's to know them after we do it.

~Bruce Mau

For most of us, design is invisible. Until it fails

~Bruce Mau

I'm interested in the moment when two objects collide and generate a third. The third object is where the interesting work is.

~Bruce Mau

Massive Change is not about the world of design; it's about the design of the world.

~Bruce Mau

No longer associated simply with objects and appearances, design is increasingly understood in a much wider sense as the human capacity to plan and produce desired outcomes.

~Bruce Mau

Imitate. Don't be shy about it. Try to get as close as you can. You'll never get all the way, and the separation might be truly remarkable.

~Bruce Mau

Don't clean your desk. You might find something in the morning that you can't see tonight.

~Bruce Mau

Now that we can do anything what will we do?

~Bruce Mau

To invent something you have to be removed from the world. In order to have liberty to imagine something better, you need to step outside for a while.

~Bruce Mau

Don't be cool. Cool is conservative fear dressed in black.

~Bruce Mau

Forget about good. Good is a known quantity. Good is what we all agree on. As long as you stick to good, you'll never have real growth.

~Bruce Mau

Design the life that you want to live.

~Bruce Mau

Most of the time, we live our lives within these invisible systems, blissfully unaware of the artificial life, the intensely designed infrastructures that support them.

~Bruce Mau

What is the focus of the new image infrastructure? Attention. It's all designed for capturing, tracking, quantifying, manipulating, holding, buying, selling and controlling attention.

~Bruce Mau

The deeper you go the more likely you will discover something of value

~Bruce Mau

**Related Links:**

- Design Quotes
- Inspirational Quotes
- Want Quotes
- Answers Quotes
- Children Quotes
- Outcomes Quotes
- Invisible Quotes
- Being Cool Quotes
- Different Quotes
- Values Quotes
- Black Quotes
- Matter Quotes
- Unique Quotes
- Trying Quotes
- Work Quotes
- Tonight Quotes
- Appearance Quotes
- Change Quotes
- Morning Quotes
- Study Quotes