

Richard Saul Wurman

Quotes

*Information, Understanding, Anxiety, People, Design, Opposites, Creativity,
Fascinated, Creative, Live By, Memories, Education, Situation, Two, Frozen,
Good Questions, Taken, Sides, Keys, School*

The most essential prerequisite to understanding is to be able to admit when you don't understand something

~Richard Saul Wurman

The key to making things understandable is to understand what it's like NOT to understand.

~Richard Saul Wurman

Information anxiety is the black hole between data and knowledge, and it happens when information doesn't tell us what we want or need to know.

~Richard Saul Wurman

You only understand information relative to what you already understand.

~Richard Saul Wurman

Most of us do not even know how to ask a question. Most of us do not see the root of the word 'question' is 'quest'. Most of us don't have a quest in our life.

~Richard Saul Wurman

The fundamental failure of most graphic, product, architectural and even urban design is its insistence on serving the God of Looking-Good rather than the God of Being-Good.

~Richard Saul Wurman

Accept ignorance; pay more attention to the question than the answer; never be afraid to go in the opposite direction.

~Richard Saul Wurman

The organization of information actually creates new information.

~Richard Saul Wurman

A weekday edition of The New York Times contains more information than the average person was likely to come across in a lifetime in seventeenth-century England

~Richard Saul Wurman

Learning can be defined as the process of remembering what you are interested in.

~Richard Saul Wurman

People never forget things, they just never remembered it in the first place because it was too boring

~Richard Saul Wurman

I am terribly fascinated with things that I don't understand.

~Richard Saul Wurman

Education is to learning as tour groups are to adventure.

~Richard Saul Wurman

In school, we're rewarded for having the answer, not for asking a good question.

~Richard Saul Wurman

One of the most anxiety-inducing side effects of the information era is the feeling that you have to know it all.

~Richard Saul Wurman

Everyone spoke of an information overload, but what there was in fact was a non-information overload.

~Richard Saul Wurman

I live by two credos: If you don't ask, you don't get. And most things don't work.

~Richard Saul Wurman

When I have the choice to do something I don't want to do, I most often - most always - do it anyway.

~Richard Saul Wurman

What situations can I create that allow me not to have the disease of familiarity?

~Richard Saul Wurman

Order is no guarantee of understanding. Sometimes just the opposite is true.

~Richard Saul Wurman

People can be motivated to creativity simply with the instruction to "be creative."

~Richard Saul Wurman

The journey from not knowing to knowing was his work. He was selling his desire to learn about a subject.

~Richard Saul Wurman

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