

## Culture Object Rules of Production

1. Have integrity: understand, communicate and work in service of your values.
2. Begin with the question; "What does it do?"
3. Use objects to preserve fragile knowledge.
4. Tether the object to its context, its creator, its culture, its time & space.
5. Credibility, concept & execution transform low value materials into high value products.
6. Shape notions of beauty by asserting what it is.
7. Engage others: Make things accessible, welcoming and persuasive.
8. Create for the greater good: Selfish and egocentric motivations lead to failure.
9. Build to last; you have a responsibility to make objects worthwhile and lasting.
10. Create objects to create the future you believe in.