For Everyone?

The Perfect Consumer

WEMADETHISFORYOU.
WEMADETHISFOREVERYONE.
OPENENJOYEXPERIENCEBELONG.
ONEPRODUCT.ONEPROMISE.ONEWAY.
THEMASSMARKETPROVIDES.

The Fine Print

Easy to open.	(with the right hands)
Designed to fit.	(the right head)
A story worth hearing.	(if you can hear it)
Clear and simple to use.	(if you can see it)
Beautifully made.	(for the right body)

Terms and conditions apply!

The Interruption

Who did you imagine
when you imagined everyone?
Whose hands?
Whose eyes?
Whose ears?
Whose body?
Whose mind?
Whose story counts?
You said you made this for us.
But you never asked us!
You keep calling us everyone,
but you keep designing for someone else.

The Redesign

Perhaps the package
could open differently.
Perhaps the story
could be heard, read, felt, or told softly.
Perhaps the design
could adapt and not expect.
Perhaps we could ask
before we design.
And then make room at the table.

A Different Promise

It shouldn't be one way for everyone.
What about many ways to belong?
Different hands.
Different senses.
Different bodies.
Different minds.
Different stories.
Pursuing a shared design.
At a wider table.
Where we can dream and create together.
And where we can keep making room for more.