

# WHAT COMES TO MIND WHEN YOU HEAR THE WORD “BEAUTY”?

**Delfina Delettrez:** Beauty is not necessarily attractive, and ugliness is not always repulsive. **Patrick Clair / Elastic:** Whether it's traditional beauty—like a pretty girl or a mountain vista—or a striking photo of an industrial car park or a powerful piece of art, beauty is not about being aesthetically pleasing, but about having an indefinable quality that moves you. **Simon Haas / The Haas Brothers:** It is like finding a pattern among chaos. **Hechizoo:** When you see beauty, you have this moment of silence, of stillness. **Brunno Jahara:** Beauty is a simple thing. Beauty doesn't have to be complicated. I think any person who sees a beautiful object will be attracted to it immediately. **Mary Katrantzou:** [My] focus has always been about turning filtered beauty into applied design and design into function. **Tuomas Markunpoika:** There can be something in the object that renders it beautiful as soon as you know something about it, like a process or a history that makes you look at it in a very different way. **Laduma Ngxokolo:** Beauty is an international language. **Richard Niessen:** Beauty can be found in very well-worked-out concepts. Design becomes convincing, and beautiful, when it's worked out in a very consequential way. **Jon Forss / Non-Format:** There wouldn't be a fashion industry if there weren't, at any given moment, the most beautiful way to wear a pair of pants. **Gareth Pugh:** It's a constant and never-ending search. **Jenny Sabin:** For me, beauty is biological. **Kustaa Saksi:** Beauty always has a fracture, an error, or a crack. **Stefan Scholten / Scholten & Baijings:** Objects that stand the test of time are always those in which you can see a story, a way of working, or a personal expression. **Kyuha Shim:** For me, beauty emerges from a mixture of parameters. **Simogo:** When you really can't explain why something is beautiful, then maybe that is beauty? **Job Smeets / Studio Job:** The beauty . . . in our work needs to be related to durability. . . . The “owner” becomes a conservator who passes the object on to further generations. **Lauren Bowker / TheUnseen:** Beauty is in revealing something that you don't normally notice. It is seeing the unseen. **Giambattista Valli:** Beauty surprises you; it can make you dizzy or erode you like an obsession. **Jolan van der Wiel:** I always like to have beauty and ugly next to each other, so it's attraction and revulsion. **Jean Yu:** Beauty is like a design scheme to pave the way to where you want to go but didn't know existed.