

Manifesto

Kenya Hara, one of the world's most famous designers is someone I admire. I had once attended his lecture titled *Emptiness and White* when I was a high school student, and something he said impressed me a lot. He said, Design is my job, and I strive for human communication, which means that I am focused on the analysis of 'circumstances and conditions' more than making 'things'. His words inspired me to discover the natural world, and from that moment I made up my mind to study abroad to expand my vision and continue learning.

My learning experience during my undergraduate study had a great impact on my personal growth. The active academic atmosphere encouraged me to be practical, logical and creative. Because of my zeal and energy to participate in various activities, I had become the college representative to attend international communication meetings. For instance, I joined the Team of Yong Xiao (the designer of the gold medal for the 2008 Olympic Games) for the Cumulus conference. During the meetings, we shared our ideas and designed our project together. Due to the excellent performance, I have won the opportunity to complete my last two years of study in the UK.

After I achieved my second bachelor's degree at Coventry School, I became aware of and interested in the glamour of design. I long to further my study in the UK, a developed country with an academic atmosphere, that has also attracted many of the world's talented designers and artists which made the country full of charm. In that regard, receiving a diversified education and experiencing different cultures would be a most fulfilling and rewarding investment for me.

Design, in my mind, is not just a theory of creativity. It is more like a methodology that creates a more suitable environment for everyone survives. To be a highly qualified designer, I must learn much more about the field. Despite of the knowledge I could learn from schools, books, activities, and everything in the world I could learn. Being curious about the world would give me impetus to move forward.

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