

ChatGPT topic: William Miller's purpose of design

**William Miller**, a thoughtful voice in the field of design, offers a profound perspective on the purpose of design. His philosophy centers around the idea that **good design is about facilitating life**. Let's delve into his insights:

### 1. Defining Design:

- Miller defines design as the **thought process comprising the creation of an entity**. This entity can be anything: an object, an event, a concept, or even a relationship.
- Rather than deriving the design ethic from the definition itself, Miller emphasizes that it stems from the **purpose of design**.
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### 2. The Purpose of Design:

- According to Miller, the purpose of design is **always the same: to facilitate life**.
- Here's the simple ethos:
  - If a design **enhances life**, it's considered **good**.
  - If it **hinders life**, it's deemed **bad**.
  - If it falls somewhere in between, it's **neutral**.
- While this simplicity might seem straightforward, it opens up a world of considerations:
  - Whose life does the design impact?
  - Which aspects of life are affected?
  - Over what time span?
  - And more.
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### 3. Love and Design:

- Miller provocatively asks, "Isn't this purpose of design—'to facilitate life'—also a good operational definition of **love**?"
- When we love someone, don't we desire to facilitate their life?
- Therefore, the designer becomes a "**love maker**", and the love they create is embodied in the entities they design.
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### 4. A Concrete Example:

- Miller's groundbreaking work includes designing the **first energy-producing house (EPH)** for Matsushita, a major Japanese company (1978).
- This house generated more energy than it consumed, with the excess energy sold back to the utility company.
- The Japanese dubbed it "drastic design" but featured it prominently, recognizing its potential to **save energy**.

In essence, Miller's philosophy reminds us that design isn't just about aesthetics; it's about **making life better**—a purpose that resonates far beyond blueprints and sketches.

[Source:](#)