We Make — To experiment, to prototype, to prove, to materialise, to manufacture, to know. It’s about the hand, the eye, the technique, the ritual and the heart. Creative Ambition — More of the same is unacceptable. Our objective? To make new opportunities and possibilities real. Design is transformational — Design is the capacity to transform: the self, enterprises, publics, services and the practice of design itself. We are about the transformation of the individual into a questioning, creative, attuned and articulate practitioner — Collaborative practice — Relationships are embedded in what we do through co-creativity and collaborative enterprise. We operate an art-school model of studio practice that demands participation and fearless endeavour. Adaptive, anticipatory practice — Contemporary paradigms of production manufacture and distribution demand proactive practitioners. We prepare our graduates to anticipate, to explore and to articulate futures. A community, a network of practices — We are more than a University, a College, a Programme. We are a community: national, international, past, present, future.