

Small Things with Big Heart

Translate Daily Innovation and Observation into Meaningful Designs

Sheng-Hung Lee

Experience

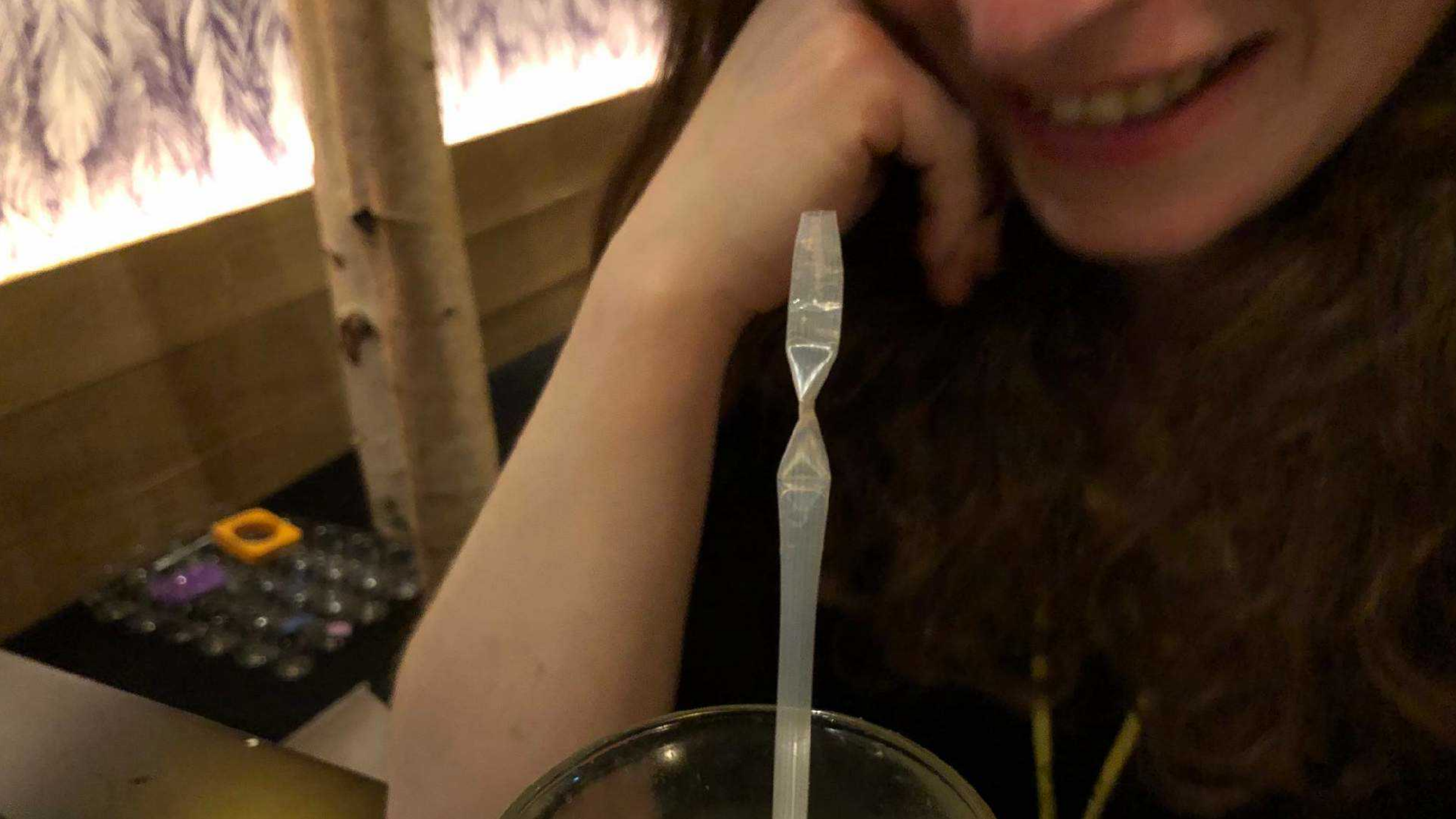
Observation in Life











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Observation comes from your MIND.

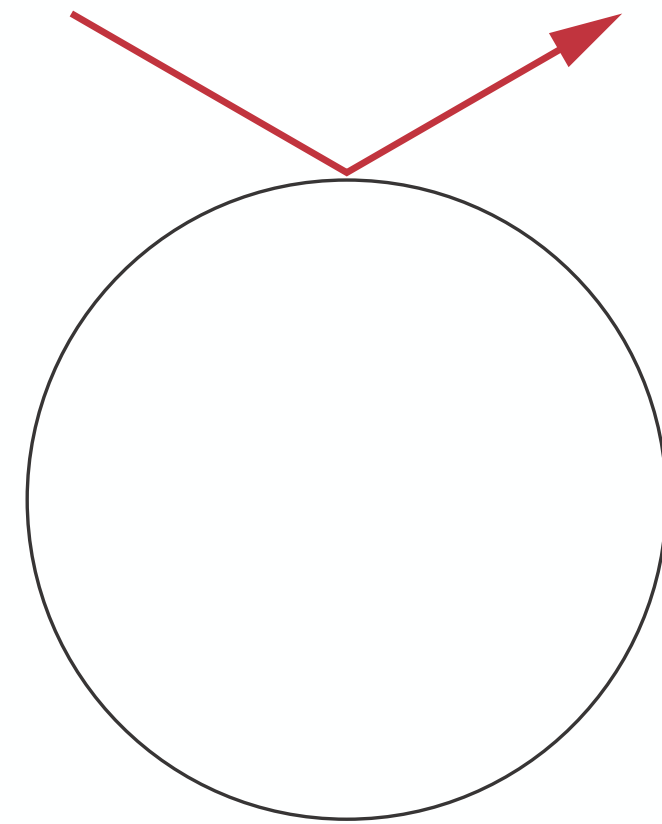
Inspiration originates from your HEART.

The 1st layer - Observation

What you see

看见

To See

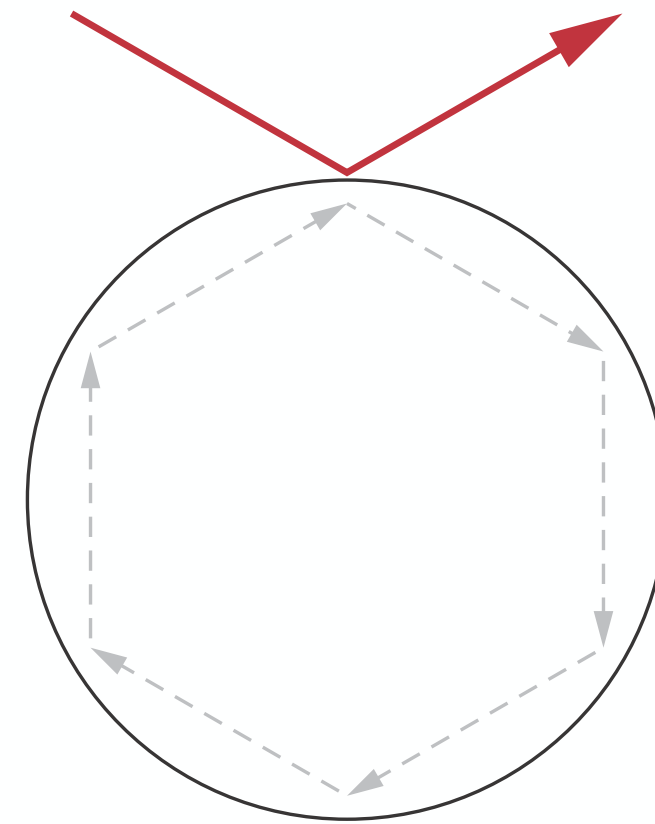


The 2nd layer - Consideration

What you perceive

看懂

To Understand

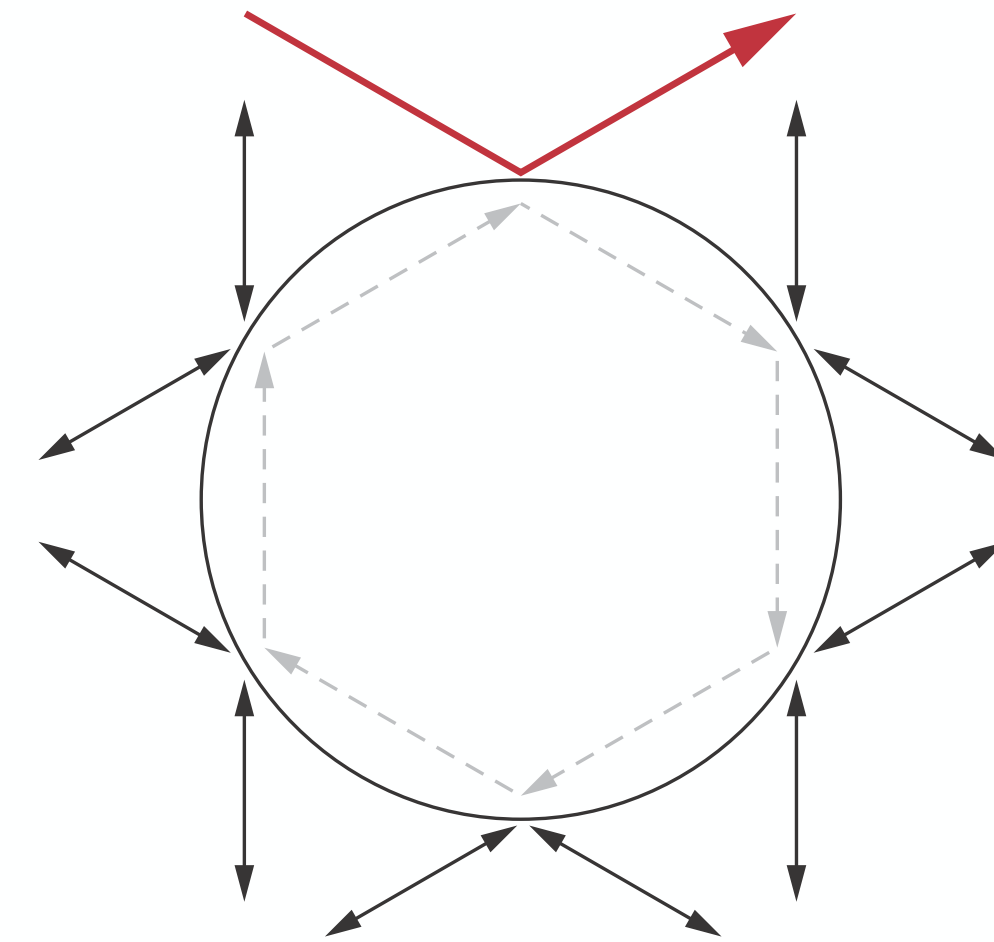


The 3rd layer - Interpretation

What you conceive

看透

To See Through



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Things people take for granted are
things designers need to take action.

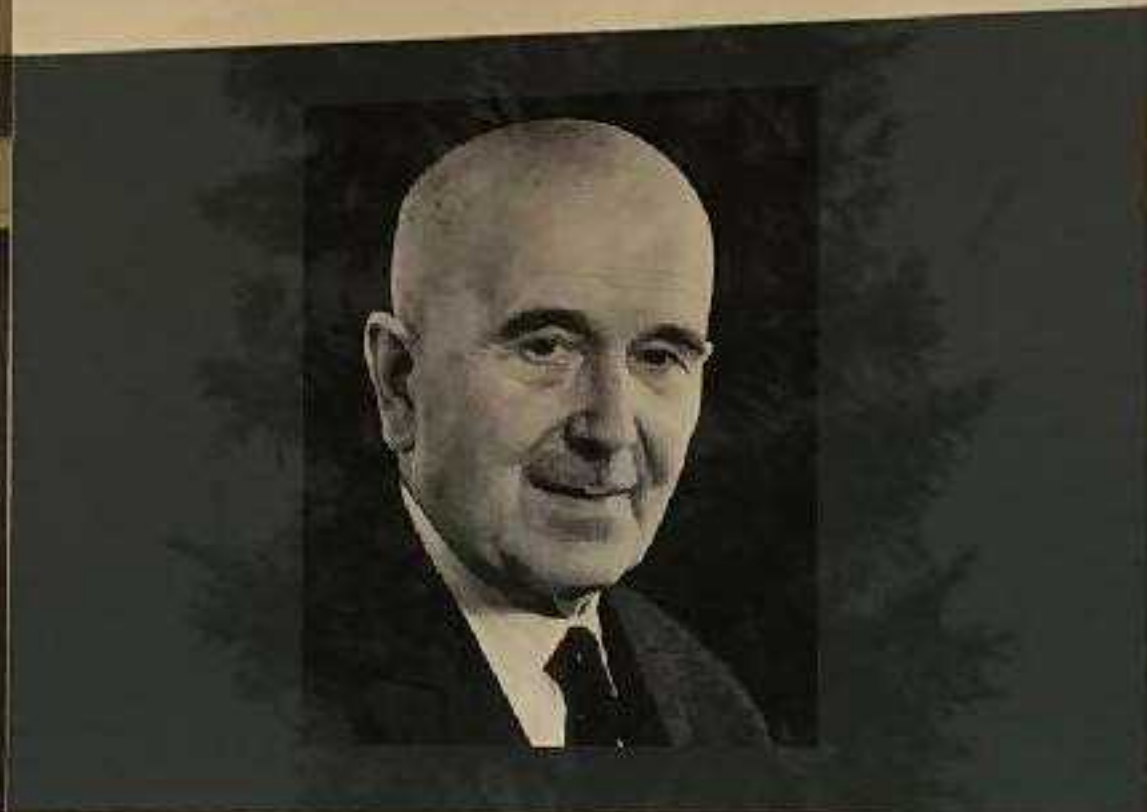
Community

Co-create with Local Community





1950 Handsatz wie Meister Gutenberg



Firmengründer Max Weeber



weeber

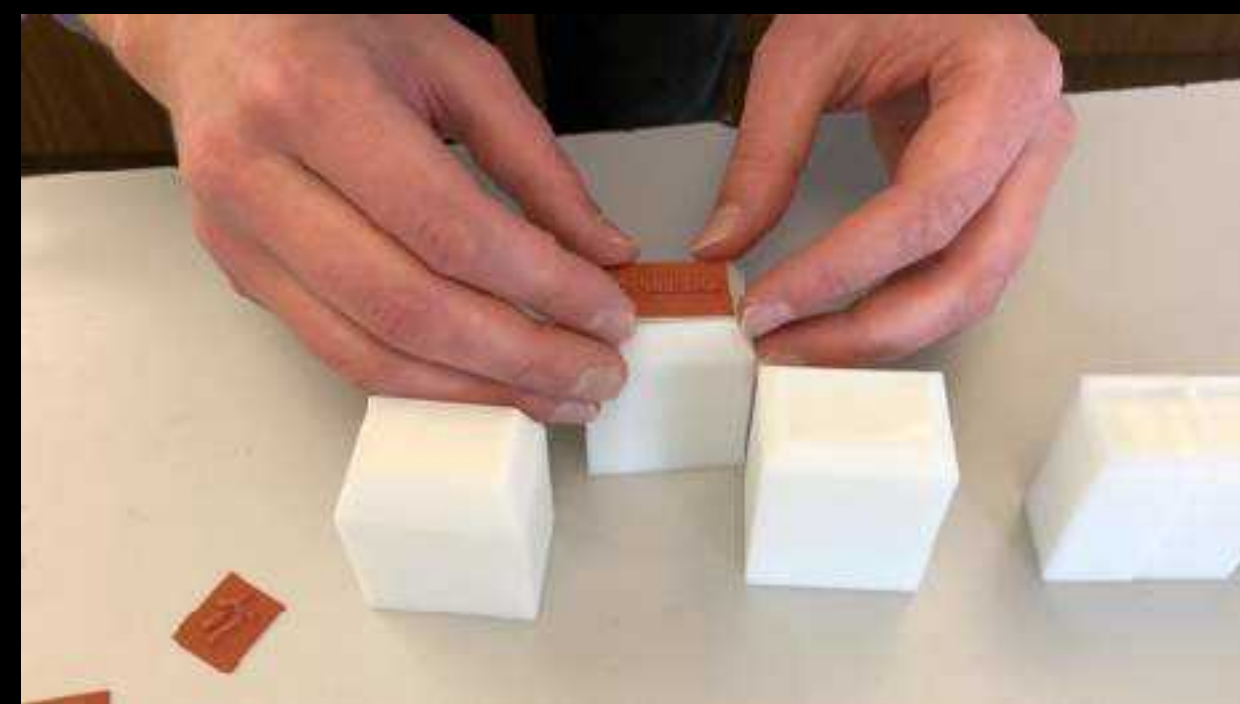
stempel und schilder

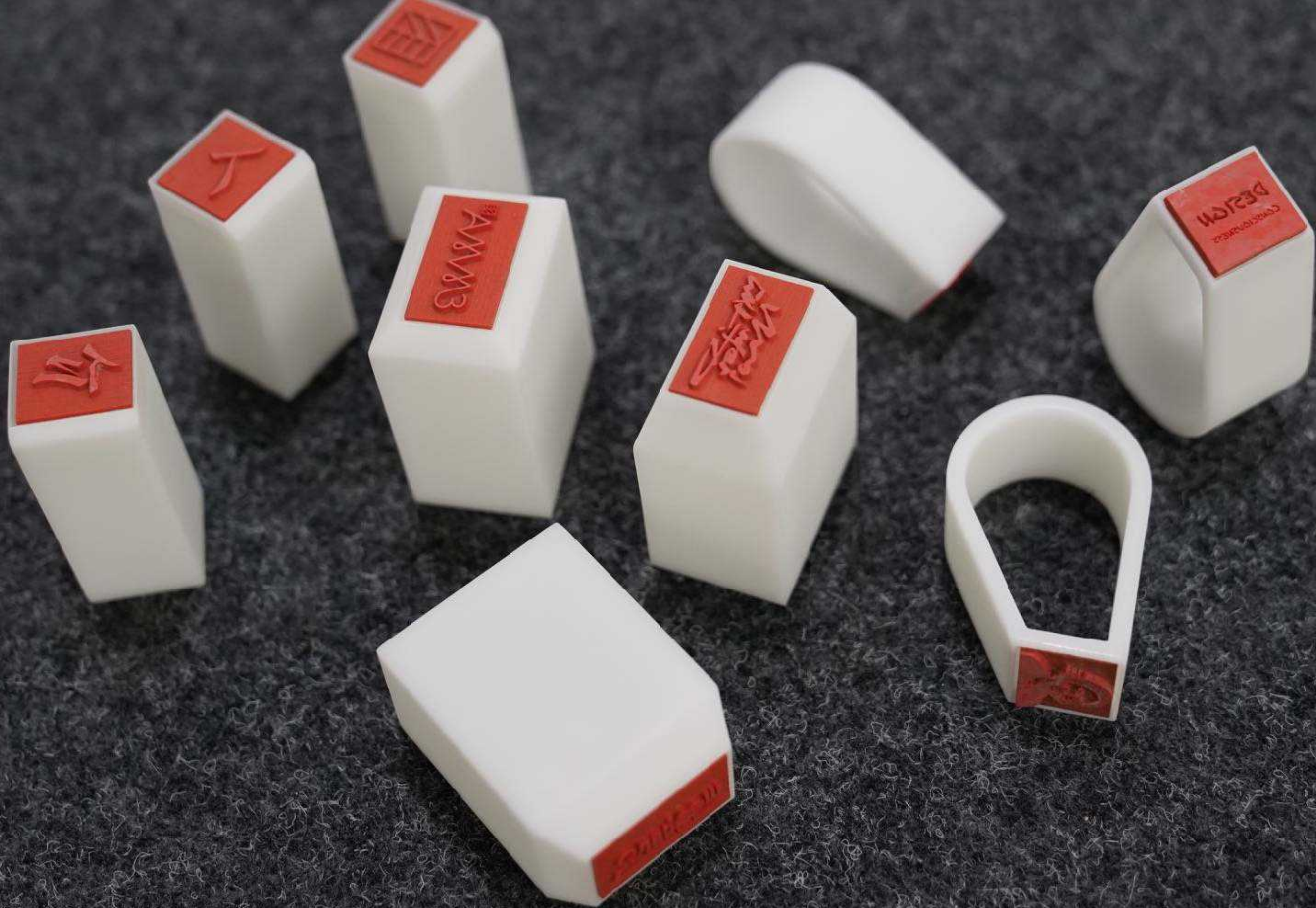
Gemeinschaftspraxis
für Strahlentherapie

Alexander Volk
Dr. med. Eva-Maria Freitag
Dr. med. Angelika Brandes

Öffnungszeiten:
Mo. - Fr. 8.00 - 17.00 Uhr
und nach Vereinbarung

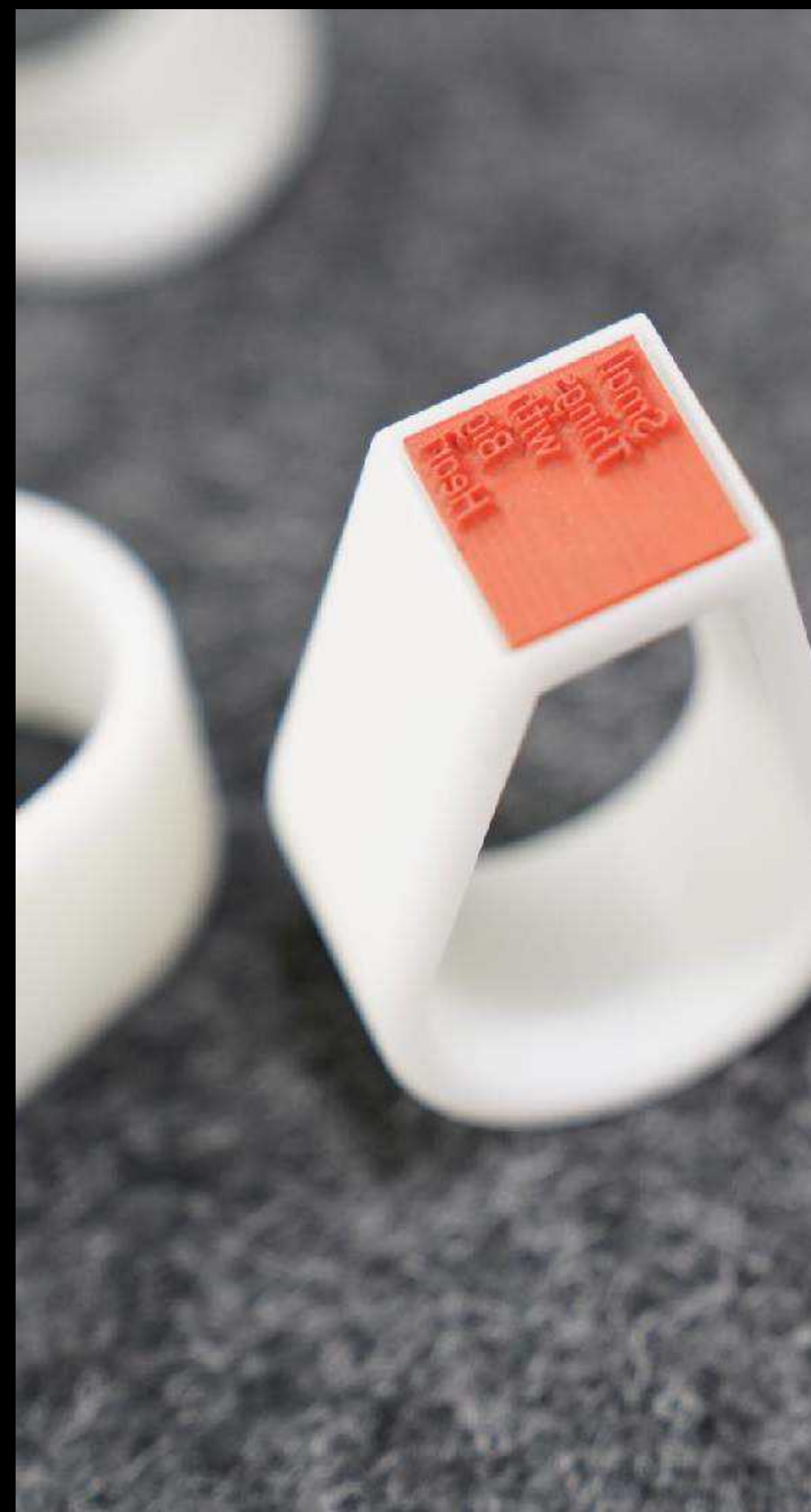
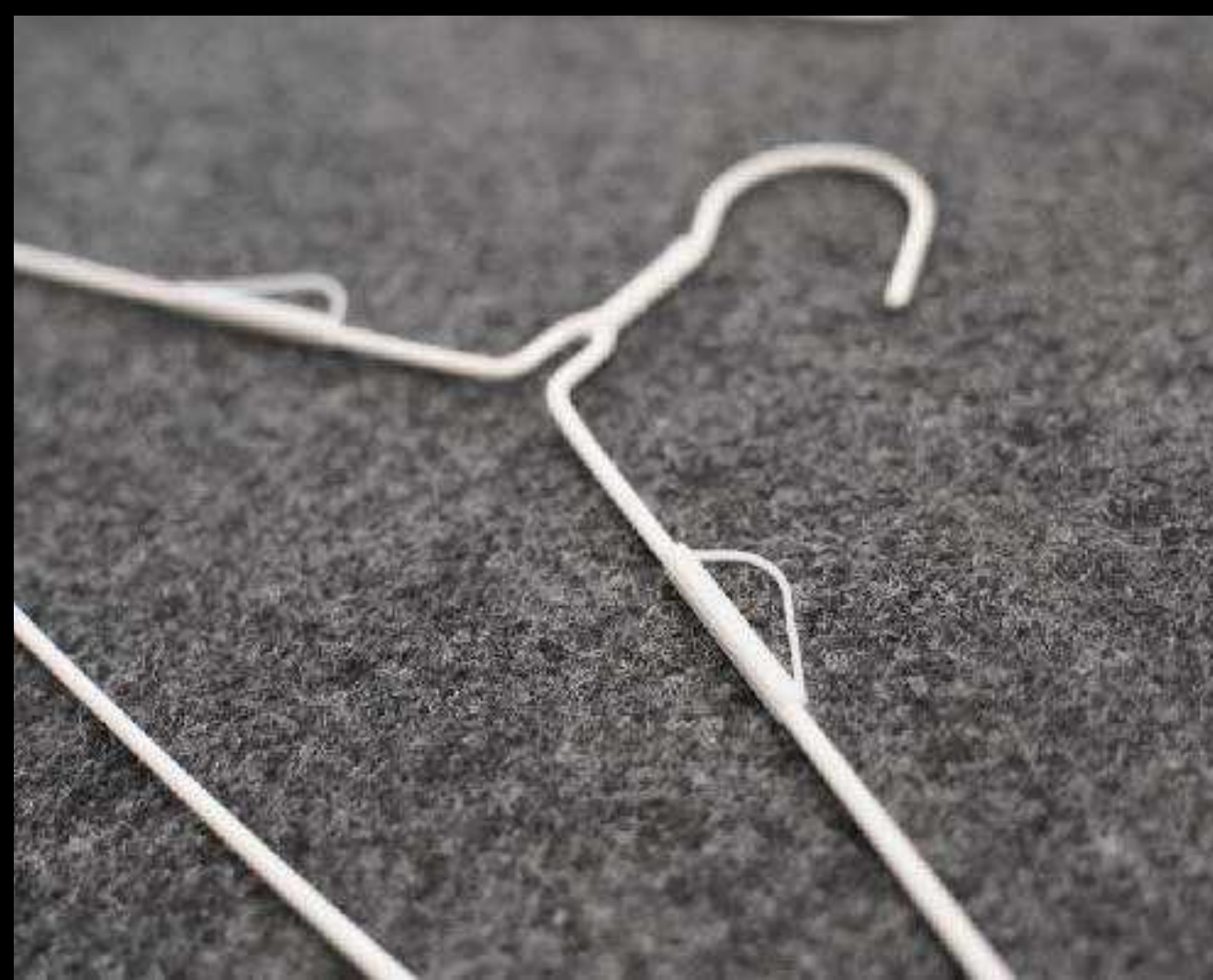
Matth
Passio
FR. 19. APR.

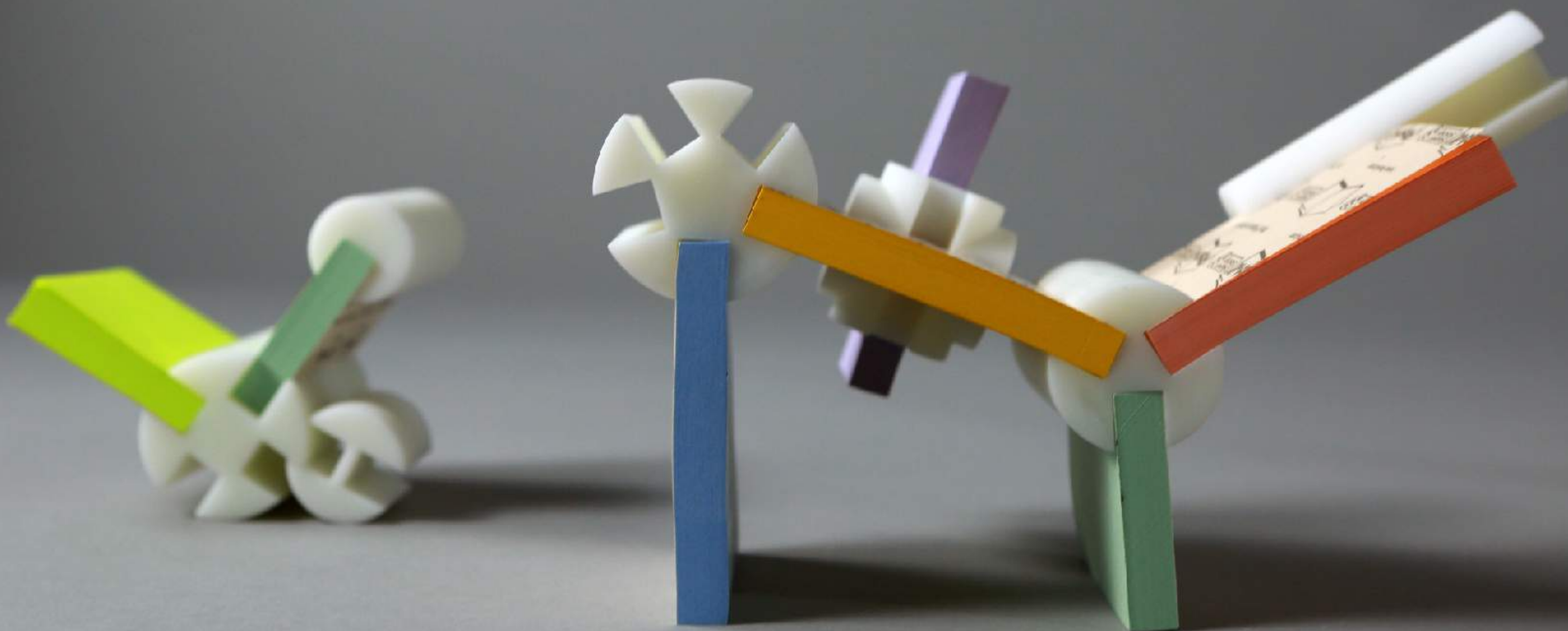


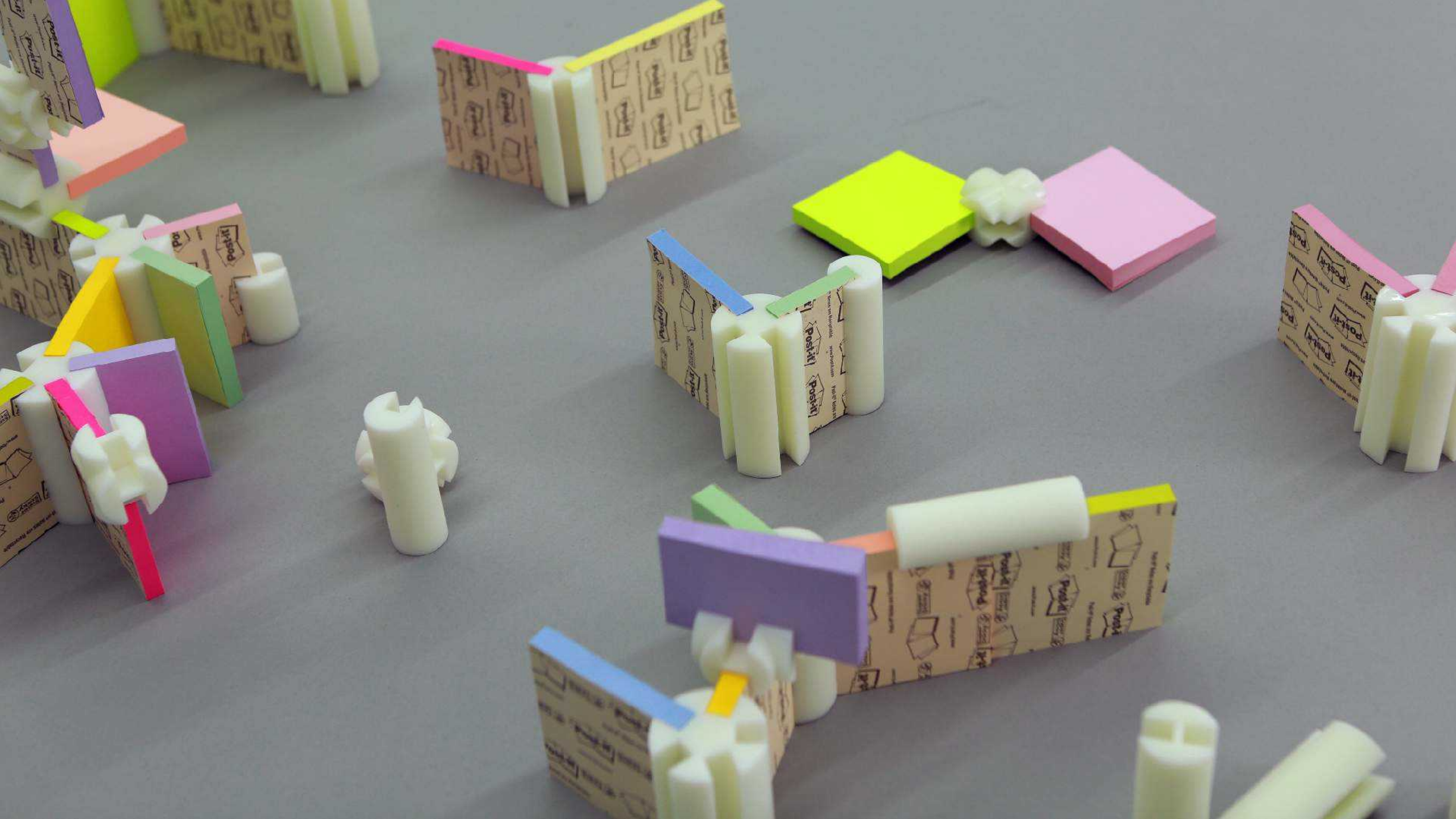


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Design is an iterative process.
It keeps evolving and changing.















Culture

Inspire and build creative ritual





2019

Designers in Residence in Pforzheim

Week 3

Sheng-Hung Lee
Designer, Maker, Associate Professor

EMMA Kreativzentrum
Pforzheim



<https://www.smallthingswithbigheart.com/>