

Bruce Mau: MC24

Bruce Mau's 24 Principles for Designing Massive Change in your Life and Work | Bruce Mau



Bruce Mau—designer and educator—believes the power of design can transform the world. His creative design methods and systematic thinking can be applied to every scale of society, from global brands and small businesses down to the individual. Developed over the past three decades, **Bruce Mau: MC24** is the long-awaited new book outlining Mau's 24 principles of Massive Change at the heart of his life-changing philosophy.

“Practically everything we do today needs to change. We are still doing most things as if we own nature and have unlimited resources. We work as if waste is not a problem. We treat nature like a pantry and a toilet. We think short term, party like there's no tomorrow, and pass the check to future generations. We dump problems we can't solve into places we can't see. And many of our solutions create more problems than they correct. Things gotta change. Now.” – Bruce Mau, extracted from the introduction

Bruce Mau: MC24 features essays, observations, project documentation, case studies, and design work by Mau and other high-profile architects, designers, artists, scientists, thinkers, environmentalists, and those influencing culture today. Divided into 24 chapters organized by the 24 principles that form his core ethos, it is a practical, playful, and critical tool kit that will empower readers to make an impact and engender change on all scales.

Each section title in this new book is represented by a “button” that corresponds to one of Mau's 24 philosophies, presenting and tackling different ways of solving problems in one's life, work, or community. Examples include ***Begin with Fact-Based Optimism***, ***Design Your Own Economy***, ***Compete with Beauty***, ***Sketch: Hey Everybody Let's Fail!***, and ***Work on What You Love***, to name a few. Every chapter features thought-provoking case studies that demonstrate various solutions and strategies in a real-life context. Throughout, Mau poses simple questions that encourage readers to think outside of the box when confronting an issue.

For example, ***Think Like You Are Lost in the Forest*** focuses on entrepreneurial design. Mau posits that if we always work in a familiar environment, and feel

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**24 galvanizing principles to inspire
Massive Change and reshape the
way we think about our lives**

ABOUT THE AUTHOR

Bruce Mau is a brilliantly creative optimist whose love of thorny problems led him to create a methodology for whole-system transformation. Across 30 years of design innovation, he's collaborated with leading organizations, heads of state, renowned artists and fellow optimists. A serial entrepreneur since the age of 9, he became an international figure with the publication of his landmark *S,M,L,XL*, designed and co-authored with Rem Koolhaas. He is the co-founder and CEO of Massive Change Network, a holistic design collective based in Chicago. He is also the Chief Design Officer for Freeman, the pioneers in live brand experience. His zest for connecting the world brings out the best in a project, and people, and resonates at home, too, in the life he shares with his wife Bisi Williams and three daughters in Evanston, Illinois.

He's served as a Visiting Professor at institutions worldwide including the Getty Research Institute in California and the Central Academy of Fine Arts in Beijing, as the Cullinan Chair at Rice University, and was conferred a Distinguished Fellowship at Northwestern University. Mau is the recipient of The Design Mind Award from the Cooper Hewitt National Design Museum, AIGA gold Medal, and six honorary degrees. He was named an Honorary Royal Designer for Industry by the RSA, London. He travels the globe to lecture and consider architecture, art and film, conceptual philosophy, and “work as a beautiful experiment.” And always, his designs challenge us to imagine a more just and sustainable world.



comfortable in what we do, we are bound to stifle our own creativity. If we think as if we were lost in a forest, we are forced to find a solution by creating a new path to make our way home. When failure is not an option, creative opportunism is the only way out. Being lost in the forest is a design mindset in which everything is noticed, everything is possible, and everything is on the line.

In *Always Search for the Worst*, Mau explains how designers see the world upside down: good is bad, bad is good, and terrible is awesome. Whenever things aren't working as well as they might or wherever we find waste, poor quality, or shoddy performance, there is an opportunity for design. Therefore, the worse things are, the happier designers become. A good situation is not interesting, but a terrible situation is inspirational; the greater the problem, the worse the crisis, the harsher the experience, the bigger the design opportunity.

New Wicked Problems Demand New Wicked Teams is a celebration of what Mau calls the "Renaissance Team," a diverse group of individuals, with different skills, working together towards a shared goal. Mau's seven "rules" for becoming a Renaissance Team player correspond to seven character traits that the best designers possess and constantly work on developing: expertise, curiosity, empathy, confidence, humility, independence, and courage. Climate change or the current pandemic are emblematic examples of a "Wicked Problem." They do not have a singular solution, and causality is not a simple algorithm; the challenge of solving these problems demands diverse, collaborative design processes over the long term.

Generously illustrated with more than 500 images, this remarkable new book is essential reading for anyone interested in becoming empowered to positively impact their own lives and make a difference in contemporary issues affecting the world at large. Contained in a punchy, color-saturated package, *Bruce Mau: MC24* is a buoyant, optimistic approach to impacting and engendering massive change on all scales.



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