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Foreword: 5+1 The sense of sight, the sense of hearing, the sense of smell, the sense of taste, the sense of touch and inspiration

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Hong, Dong Sik has authored a collection of inspirational works, eliciting a range of emotions that capture and heighten an understanding of our senses. They are presented in an eclectic body of works by a number of designers, combining the handmade/analogue with the digital. The works manifest themselves in the rich combination of illustration and typography. He focuses on the juxtaposition of image and text, whereby images can be 'read' and text can be 'seen'. The works are meaningfully expressive-Hong, Dong Sik recognizes that as designers we make marks, which are not simply gestures but which also communicate our presence in the world. For many designers in the commercial arena we are always constantly working intrinsically and unconsciously with our senses. This book contains fascinating examples of design work, which enables us to become 're-inspired' by making visible those senses through collaborative graphic intervention and experimentation. They are concerned with explicating-making explicit the senses in a graphic visual form. It meaningfully expresses the subject of 5+1 through the creative processes. The role of the reader is questioned when interpreting these works and the works can be seen as 'open works' inviting the reader to be a part of the process. Culturally, politically, environmentally, socially, psychologically these images engage us and are open to personal interpretation-we start to form our own path of understanding. Our senses are open to the possibilities the work contains. The graphic works have a tactile quality asking us to touch, scratch, sniff and even taste the imagery. They combine witty ideas with serious intention, taking us through a range of emotions. The works utilize a wide vernacular of graphic imagery from cartoon popular culture imagery through to industrial material and references; they are rich forms of communication bordering on occasion between order and chaos. Graphical devices such as pictograms, icons, are incorporated to connect us with our senses. The typography and image are staged in playful manner in order to perform we become part of the performance. Our senses are enlightened by the use of juxtaposition inspiring us to contrive new forms and relationships-loud/silent, still/slow. We are constantly being awoken to the possibilities of the works and how they cognitively change our perception of the world. The graphic imagery indulge the senses by combining typography both hand drawn and

digital with exciting use of image. The 'texts' in the works form signs and are arranged into a sensuous syntagmic sequence. The book cleverly achieves the use of metaphoric substitution to represent the senses, where found discarded everyday objects are imbued with new characteristics and significance, which play our senses.

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