Introduction

Communities can be defined in many ways: physical proximity, ethnic, linguistic or religious identities, professional education, and status. The readership of a journal constitutes a community, and in the case of *Design Issues*, one defined by a shared interest in design with all the challenging yet marvelous complexity embedded in our understanding of this term. A review of the table of contents for this issue vividly demonstrates how global the *Design Issues* community truly is. The authors come from around the globe (Brazil, Chile, Finland, the Netherlands, and the United States) and address themes that cut across boundaries of all types: national, disciplinary, cultural, and philosophical. Based on the contents of this issue, the thoughtful reader can make a series of observations about the current concerns of this community. Increasingly we recognize the limitations of conceptual frameworks, models, and vocabularies rooted in traditional ways of understanding design. Claudio Pinhanez, for example, argues that with its focus on the creation of tangible artifacts—things—design as a discipline has neglected to develop a sophisticated understanding of service design for customer-intensive systems. He goes on to offer a definition of customer-intensive systems that can inform contemporary design practice. Christoph Bartneck explores evaluative criteria within the human-computer interaction community. In the process of developing his insights, he raises a series of provocative questions about the limits of models rooted in science for understanding the phenomenon of HCI design. Turkka Keinonen introduces a set of terms—a design vocabulary—to suggest a different way to conceptualize the design of complex environments. An awareness of the limits of traditional models for thinking about design is not confined to commentators dealing with design practice. Victor Margolin, one of the editors of this journal, asks: What is the use of history? Chronicling the past is clearly not enough for Margolin and he calls upon historians to bring their distinctive perspective to bear on imagining the future.

At first glance, the other articles included in this issue might seem to address more limited historical episodes and local themes. D. J. Huppatz explores nostalgia as a design strategy in the context of Hong Kong in the 1980s and 1990s as the former British colony confronted its impending handover to the People's Republic of China in 1997. Michael Golec describes how the 1959 redesign of the journal *Science* communicated a new found role for science as a valuable tool in the Cold War arsenal of the United States. Eduardo Castillo Espinoza reviews the history of the School of Applied Arts at the University of Chile between 1928 and 1968. Collectively, these articles serve as a reminder that in an age often characterized as

driven by the dynamics of globalization the local is the unavoidable complement to the global. Wherever the members of our community may be, as human beings we all live someplace, lead lives shaped, in no small part, by local circumstances and experiences. Each day we struggle to achieve a balance between the intimate and the public, the weight of the past and the promise of the future, the local and the global. As one voice for this community, *Design Issues* can do no less than share in this quest.

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