

Table of Contents

Introduction	4
Vito Oražem	
On Recent Developments in Communication Theory	8
Peter Zec	
Designing Humanity	14
Vilim Vasata	
About Happiness	22
Francis Smets	
Mobile Collaborative Working	32
Brian Switzer	
Who is to Design the Globalisation Machine	40
Tõnis Käo	
Deep Design	48
Corporate Identity or Why Today Everything is Important	
Knut Maierhofer	
After the Ad is Before the Ad	58
Thomas Elser	
Make it Better	70
Harry Rich	
Missing Links	80
Deconstructing Creativity in Communication	
Wilfried Korfmacher	
Authors	92
European Design Forum	94
Colophon	96