

democratic

In the past consumers were given little choice in the form and appearance of the products that they bought. Design was a specialist activity in which a limited number of people could claim expertise. Today, retailers increasingly invite consumers to personalise and customise the products that they buy with tag lines such as, 'you choose what makes it into our collection', 'vote for your favourites and the most popular will be made available to order' and 'made for you' attached to objects. Although design is made to seem like a democracy, where anyone can make decisions, the choices made available are still set by the design industry, manufacturers and retailers. {March 2012}

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democratic {see also *author, process*}