Crafting Authenticity

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Abstract
Authenticity is what we want from the world around us, from others, and crucially from ourselves and what we make. As it relates to graphic design, I define authenticity as a perceived match between form and purpose. For the designer, its quality is found in the process of simultaneously developing a concept and crafting the design/object.

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Urban Land > Planning & Design > Crafting Authenticity for Retail Destinations. Crafting Authenticity for Retail Destinations. By Sean Slater. July 13, 2015. Creating a sense of authenticity can be crucial for retail projects that, on paper, lack some of the traditional markers for commercial potential. San Francisco’s Ferry Building, for example, is now a model for market halls across the country, but before its redevelopment, it had terrible prospects from a traditional retail standpoint. The desire for authenticity now occupies a central position in contemporary culture. Whether in our search for selfhood, leisure experience, or in our material purchases, we search for the real, the genuine. These terms are not, however, descriptive, but must be situated and defined by audiences.