Delfina Delettrez: Beauty is not necessarily attractive, and ugliness is not always repulsive. Patrick Clair/Elastic: Whether it’s traditional beauty—like a pretty girl or a mountain vista—or a striking photo of an industrial car park or a powerful piece of art, beauty is not about being aesthetically pleasing, but about having an indefinable quality that moves you. Simon Haas/The Haas Brothers: It is like finding a pattern among chaos. Hechizoo: When you see beauty, you have this moment of silence, of stillness. Brunno Jahara: Beauty is a simple thing. Beauty doesn’t have to be complicated. I think any person who sees a beautiful object will be attracted to it immediately. Mary Katrantzou: [My] focus has always been about turning filtered beauty into applied design and design into function. Tuomas Markunpoika: There can be something in the object that renders it beautiful as soon as you know something about it, like a process or a history that makes you look at it in a very different way. Laduma Ngxokolo: Beauty is an international language. Richard Niessen: Beauty can be found in very well-worked-out concepts. Design becomes convincing, and beautiful, when it’s worked out in a very consequential way. Jon Forss/Non-Format: There wouldn’t be a fashion industry if there weren’t, at any given moment, the most beautiful way to wear a pair of pants. Gareth Pugh: It’s a constant and never-ending search. Jenny Sabin: For me, beauty is biological. Kustaa Saksi: Beauty always has a fracture, an error, or a crack. Stefan Scholten/Scholten & Baijings: Objects that stand the test of time are always those in which you can see a story, a way of working, or a personal expression. Kyuha Shim: For me, beauty emerges from a mixture of parameters. Simogo: When you really can’t explain why something is beautiful, then maybe that is beauty? Job Smeets/Studio Job: The beauty . . . in our work needs to be related to durability. . . . The “owner” becomes a conservator who passes the object on to further generations. Lauren Bowker/TheUnseen: Beauty is in revealing something that you don’t normally notice. It is seeing the unseen. Giambattista Valli: Beauty surprises you; it can make you dizzy or erode you like an obsession. Jolan van der Wiel: I always like to have beauty and ugly next to each other, so it’s attraction and revulsion. Jean Yu: Beauty is like a design scheme to pave the way to where you want to go but didn’t know existed.