

Gentle anarchy never hurt anybody



By [Damon Stapleton](#) 7 Aug 2019

There is probably a weird German word for it. A word for that strange feeling you get when you see an idea and makes you happy and jealous at the same time.

I looked at my phone screen and saw this picture. It is a picture of a see-saw that goes between the Mexican and American Border. This simple idea lets children play with each other even though they are separated by an impenetrable steel barrier.

Think of the anger. Think of the pain that exists on either side of that steel line in the sand. Think about the intelligence and heart that creates an idea that lets people have fun in that barren and unforgiving environment. An idea that does not break the law, but simply overcomes the law. An idea that proves just how limited rules can be.

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It was created by two architects, Ronald Rael and Virginia San Fratello. Their beautiful intention was to bring people together through design.

“ As you may have guessed, I really like this idea. It has power, playfulness, humanity, humour and simplicity in equal measure. But most importantly, it has a gentle anarchy at its core. Great ideas like these have this essential creative point of view. ”

There are no rules. Reject the world as it is or how others tell you to see it. Realise you have the ability to make the world the way you want it to be. And, it will be fun or at the very least, unborring. Gentle anarchy. This point of view can be scary for many. But without it, almost nothing will change or move forward.



Think of that famous 60's photograph of the anti-Vietnam war protester putting a carnation into the barrel of a military policeman's gun.

Gentle anarchy. It's a gun. No, it's a vase. The power you thought you had is gone. It's a wall. Nope, it's a children's playground. The power you thought you had is gone.

Transformation. Fundamentally, this is the super power creativity has. This was how the world was and, hey presto, now, it is how the world will be.



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It breaks patterns. It changes boundaries. It gives us new pictures. Instantly.

Nothing else does this. This is why creativity is so important. Many strong and brutal things can change the world but invariably there are casualties.

“ Creativity takes the fear out of change. It can shift power effortlessly and elegantly. It can also make you smile in the middle of all the madness. ”

Creativity can change the world and nobody has to get hurt.

“There is no greatness where there is not simplicity, goodness and truth.” – Leo Tolstoy

ABOUT DAMON STAPLETON

Damon is regional chief creative officer for DDB in New Zealand and Australia. Before that, ECD at Saatchi and Saatchi Australia, before that, group ECD of TBWA Hunt Lascaris and group ECD of Standard Bank. He has won over 500 awards internationally, including a D&AD Black Pencil, Cannes Grand Prix, Grand Clios, ADC Black Cube and most effective ad in the world Warc 100. Damon is now regional chief creative officer for DDB in New Zealand and Australia...
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