

§ 14 DIFFERENCE IS THE LANGUAGE OF THE SENSES, EQUALITY OF THE MIND

YOU CAN NOT PERCEIVE, CHOOSE OR THINK WITHOUT A DIFFERENCE.

Difference is supposed in any modality of *Fig. 3*, p11, both in our senses and in our minds and in my opinion the only required a priori category for both. Everything differs, but sometimes we *conclude* equality.

Every object we give our attention must first be chosen and separated from a formless multiplicity, before it can be thought of as a manageable unity. Our language, our limited imagination and memory force us to select with sharp boundaries^a and to further reduction and generalization of data within it. Design, however begins with a vaguely limited object.

Our minds, our language and science reduce every unmanageable multitude in sets with a label. They generalize similarities in concepts, types, classes, categories. They reduce the variety of passing images into imaginary equalities, to find rules that can make our own actions (including thinking) effective within them.

But if everything is made equal, and suitable for repetitive operations, then we become 'bored'; our attention weakens. Then we want to be surprised by new impressions. We move between monotony and chaos, boredom and surprise (*Fig. 51* p55). These limits and the optimum between them (aesthetic quality perception) is different for everybody.

^a With that, Dick Bruna has helped millions of children in different cultures. See Linders(2006)Dick Bruna(Zwolle)Waanders.