



More Than the Sum of the Parts

This Cheap-themed issue was first born out of our worry over design's place in this tighter economic climate. With less money, how do designers and organizations react, if at all?

The collection of stories in this issue explore and stretch what "cheap" really means. Some recycle goods and turn them into teaching opportunities ("Anything But Cheap," p. 8), others make use of their resourcefulness to create new objects out of familiar parts ("IKEA Hacking," p. 33) while some use design to address concerns about the implications and consequences of free goods ("The Real Cost of Free," p. 36). Many ultimately discuss that over time, what has changed are our value systems and access to different commodities and tools ("What Technology Says" p. 30) and how that has impacted what "cheap" really means ("The Rise

of Store Brands," p. 14). Ultimately, when it comes down to it, cheap isn't really all that cheap ("Dollar Stores' Thrills Come at a Price," p. 11).

"Cheap" is clearly a topic near and dear to our hearts. Each issue is a collaboration between our amazing, all-volunteer force of writers, photographers and editors. It is always heartwarming to see the end product of our labors be more than just the sum of the parts. (Like Voltron or the Mighty Morphin Power Rangers, or the 1980 USA Olympic Hockey Team. Or Love.)

We thank you, our devoted readers and subscribers, for playing a vital part in the Ambi community. We're at Issue #12. Quite a boxed set. (And check out back issues online at: ambidextrousmag.org/store to see if you are missing any.) 🖐️

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