

ANDREAS GNASS	ANDREW STEVENS	ANNELYS DE VET	ANTÓNIO S. GOMES	BEN BRANAGAN	BERND HILPERT	ANDREAS GNASS	ANDREW STEVENS	ANNELYS DE VET	ANTÓNIO S. GOMES	BEN BRANAGAN	BERND HILPERT
No plan B, sorry	No plan B	Study maths	I remember planning to do an intensive casino croupier course while I was trying to think of plan B	I was always really into drawing and making things and knew I wanted to do something related to this	Architecture	Start to be bored	I realize I'm not going to become a professional footballer... if I didn't have to earn any money, I'd still do design, just without the dull bits	I couldn't – even if I were to do different things I would still approach them as a designer; my métier is that of graphic design	Probably start teaching full-time with the risk of becoming removed from reality and tired of hearing my own voice – if I was braver I'd take up farming	Swimming in the sea	Something simple
BRIAN WEBB	CHRISTIAN HEUSSER	DANIEL EATOCK	DANIJELA DJOKIC	EMMI SALONEN	ÉRIC & MARIE GASPAR	BRIAN WEBB	CHRISTIAN HEUSSER	DANIEL EATOCK	DANIJELA DJOKIC	EMMI SALONEN	ÉRIC & MARIE GASPAR
Didn't know it then but a design historian	No plan B	Racing-car driver	Researcher at the MIT	Photography	No plan B	Write more books	Be unemployed – on second thoughts I would wish I could earn a living by becoming a musician	Play, walk, run, make, cook	Become a writer	Set up a shop	Anything we can do
FONS HICKMANN	HANS DIETER REICHERT	HOLGER JACOBS	HOON KIM	HYOUN YOUL JOE	ISABELLE SWIDERSKI	FONS HICKMANN	HANS DIETER REICHERT	HOLGER JACOBS	HOON KIM	HYOUN YOUL JOE	ISABELLE SWIDERSKI
Porn actor	-	There never was a plan B but looking back I might have enjoyed being a carpenter	If I had been something like colour-blind, I would have become a dentist	Pilot, doctor, mathematician	Amazingly to me now, a criminal lawyer	Playing with the children	Teaching design, talking about design	Go on a very long cycling trip	Run a gallery and curate exhibitions	Well, maybe I can do something related to design: book store, café, pub, editor, publisher, etc...	Make films
JAMES GOGGIN	JAN WILKER	JULIE GAYARD	KAI VON RABENAU	KEN GARLAND	KIRSTY CARTER	JAMES GOGGIN	JAN WILKER	JULIE GAYARD	KAI VON RABENAU	KEN GARLAND	KIRSTY CARTER
Artist, architect or hip-hop producer	Architect, scuba-diving teacher	There was no plan B	Acting	My teachers thought I would have a career in English literature or history – I loved writing, and I still write a lot in my work	A writer – I also love making books, so if I were not designing them anymore then I could have authored them	I would just read all day. I don't think I'll stop designing... (Full answer, p.227)	More music and teaching	Photography, play music	I would become a father	What I am doing now: be a photographer – but a photographer in a design context	Reading and writing
KRISTINE MATTHEWS	LARS HARMSEN	LAURENT LACOUR	LIZA ENEBEIS	LUCINDA NOBLE	MAKI SUZUKI	KRISTINE MATTHEWS	LARS HARMSEN	LAURENT LACOUR	LIZA ENEBEIS	LUCINDA NEWTON-DUNN	MAKI SUZUKI
Astronomy (distant second)	My dream was to be a bush pilot	Architecture	There was no plan B	To be honest I didn't really have a plan B	Being a designer was my second choice – I studied marketing	Get depressed	Travel, sail, see friends all over the world and work outside	Never thought about it	There is no plan B	Work in some kind of research/documentary -making, or do some kind of work towards environmental issues	Cook, start a record label, museum, magazine, write a TV series, become a director, etc.
MARC VAN DER HEIJDE	MARGARET CALVERT	MARION FINK	MARTIN LORENZ	MATTHIAS GÖRLICH	MICHAEL GEORGIU	MARC VAN DER HEIJDE	MARGARET CALVERT	MARION FINK	MARTIN LORENZ	MATTHIAS GÖRLICH	MICHAEL GEORGIU
There was no plan B – I am still working my butt off for plan A	-	Psychology or languages	There was no second choice, since I was 16 – before I could have imagined being a cook	Plan B was to go into marketing – thank god this didn't happen	Interior designer	Pursue a career in my other passion: promoting classical music through every means conceivable	Paint	Open a café or write a book	I would paint	I would most probably do something like selling books – although my... (Full answer, p.229)	Curating
NIKKI GONNISSEN	OLIVER KLIMPEL	PAUL BARNES	PREM KRISHNAMURTHY	RENATA GRAW	RICHARD WALKER	NIKKI GONNISSEN	OLIVER KLIMPEL	PAUL BARNES	PREM KRISHNAMURTHY	RENATA GRAW	RICHARD WALKER
There was no plan B – I always felt that there had to be a balance between design, art and society	I had applied to study journalism too. I'm glad I got into the course in art school, so much better this way!	Historian	Artist, then curator	Graphic design is my plan B	My cousin got me a job as a runner in a small editing company – if I had stuck with it I would have been an editor	I don't know... changing the world in some way	I would try to write more, go to another country and try to grow a beard	Travel and bake bread	Curate or run a museum or open a bar	I would probably have to become an artist or just a world traveller (can't hurt to dream!)	I lie awake at night pondering this question
SANDRA HOFFMANN	SASCHA LOBE	STEFAN SAGMEISTER	SVEN VOELKER	TIM BALAAM	URS LEHNI	S. HOFFMANN ROBBIANI	SASCHA LOBE	STEFAN SAGMEISTER	SVEN VOELKER	TIM BALAAM	URS LEHNI
First choice: fighter pilot	I wanted to study electrical engineering and become an engineer – that would have been the alternative to design and architecture	Had none	-	Professional athlete	I didn't really have one and my parents also didn't force me to come up with one	Go hiking in the Alps	Can't stop. If I did stop, I'd probably just be lazy	Make documentary movies	-	Sculptor	I have the romantic idea of working with wood, being a cabinet-maker or something similar – but I never really gave it a try
YASMIN KHAN	YVES FIDALGO	RANKING LIST				YASMIN KHAN	YVES FIDALGO	RANKING LIST			
Writing	Engineer	1 NONE 2 ARCHITECT 3 PILOT, WRITER				Write, teach and cook	Open a restaurant or bar	1 OPEN BAR / CAFÉ / SHOP, TEACH, TRAVEL, WRITE 2 MAKE ART, COOK 3 CURATE, READ			

What was your second choice of career, your plan B?



Then

What would you do today if you stopped designing?



Now