The industrial economy of the 19th century brought about large, weighty things of iron and steel for the steam. In the 20th century our tasks are lighter and less dependent on competing tasks, and we are no longer around or altering its form, but all that we have created a...
If the last millennium was obsessed with the pursuit of information, the coming millennium will surely be preoccupied with the task of making our way through the mass of data we have accumulated. The greatest challenge of the information age that is opening before us is not discovery but navigation. It is this conviction that lies at the heart of our work at Post Tool design.

From the beginning our most ambitious projects have been concerned with navigation. The proliferation of ideas, information and images that are so striking a feature of our time have rendered our mental geographies so complex that we cannot hope to find our way through them unescorted. The world of new media needs guides and mapmakers, and our ambition is to contribute to this effort.

In our own self-published projects we have tested the line between art and design. Even our most commercial commissions challenge the emerging conventions of new media using quirky animated characters, rather than grids and buttons to serve as navigational aids.

The industrial economy of the 19th century built mechanical tools, weighty things of iron and steel that were energized by steam. In the 20th century our tools became electric: smaller, lighter and less dependent upon space and place. Today our most compelling tasks are no longer concerned with moving matter around or altering its form, but with finding our way through all that we have created...