Every era attempts to return to its version of the natural. In the 70s it was air and nature. In the 80s it was discos and money. In the 90s it was the body, nurtured by low fat food, which is valuable because it is ingested. In the 00s, it is non-designed buildings, objects and food, all of which suggest a luxuriant return to 50s forms of standardization, reversed and applied to hyper-standard forms of buying. Non-designed objects like staplers, waste baskets, juicers and toys for children now appear to be the “things they are not.” Reading a book should be like going out to a restaurant or buying a candle holder. It should enhance the mood of the space that it occupies. Shopping is *décadence* because it is no longer a discrete activity but has infused everything with its design.