

## Letter

### Dear Editor

There was definitely a common thread running through all of the articles in issue 9 ...

Articles mentioned a relationship, a partnership, or a team; others encouraged us to work with each other or urged trust, co-operation and mutual understanding. Sounds a bit like a marriage!

But these are essential elements of a successful project, elements that need time to be nurtured and develop. The practitioners amongst us will likely agree that we don't produce our best work without time to gain an essential understanding of the brief, the subject, the expected visitor experience and, probably the most important, the rest of the team. And all before the real creative process begins.

Expected timescales will run away with themselves, but the key is communication, the word which all the contributors emphasised. If good communication, and the elements of a good marriage mentioned above, are in place from the beginning, the relationship should flourish and both clients and consultants alike will be satisfied with the final results.

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The reasonable man adapts himself to the world; the unreasonable one persists in trying to adapt the world to himself. Therefore all progress depends on the unreasonable man.

*George Bernard Shaw*