Design, and the study of design, is a global discipline and cannot occur outside the greater context of the community. If design is the air we breathe, then we are short of breath. D|MA must inhale and exhale much deeper if it hopes to significantly contribute to the global design ecosystem. By opening conduits, embracing the external and cultivating the connections that already exist, the D|MA can expand its radius of influence and become a receptor for the abundance of thought already radiating the design airwaves.