

Beautiful on the Inside

by Wayne Goff

Apple products are known world-wide for their beauty in design, simplicity in use, and originality in creation. Steve Jobs is often given credit for most Apple products, and rightly so. But another man, lesser known, is Joni Ive, Apple's Design Chief. He is usually found on Apple's web site describing why Apple built the latest product the way they did. He speaks with a soft British accent.

The Inside

In a recent Time magazine interview, Joni Ive explained something about the Apple product:

"'Steve (Jobs) and I spent months and months working on a part of a product that, often, nobody would ever see, nor realize was there,' Ive grins. Apple is notorious for making the insides of its machines look as good as the outside. 'It didn't make any difference functionally. We did it because we cared, because when you realize how well you can make something, falling short, whether seen or not, feels like failure.'"

If you've ever purchased a product that looked good on the outside but was made or designed cheaply, then you can appreciate the statement. Apple executives wanted a product that looked **good on the inside, even though nobody would see!** It takes time, money, and dedication to do that. No wonder Apple products often cost more — but work better!

Inside Out

Are we surprised then when the original Creator is more concerned about the **inside of man** than the **outside**? He, too, wants His creation to be beautiful on the inside, though many may not see — at least at first glance.

Jehovah said to Samuel regarding Eliab: *"Do not look at his appearance or at his physical stature, because I have refused him. For the LORD does not see as man sees; for man looks at the outward appearance, but the LORD looks at the heart"* (1 Sam. 16:7).

There is nothing worse than appearing to be something on the **outside** that one is *not* on the **inside**. After all, the first king of Israel, Saul, had all the *outward qualities* desired in a king — but he had a flawed heart (see 1 Sam. 9:2ff). David's son, Absalom, was described as a physically handsome man: *"Now in all Israel there was no one who was praised as much as Absalom for his good looks. From the sole of his foot to the crown of his head there was no blemish in him"* (2 Sam. 14:25). But in his heart there was evil, corruption, and selfishness!

What God Loves!

"He does not delight in the strength of the horse; He takes no pleasure in the legs of a man. The LORD takes pleasure in those who fear Him, in those who hope in His mercy" (Ps. 147:11-12). God looks at us **from the inside first** — and that's a lesson we all should learn.

The Pharisees **looked good** to men, but Jesus said of them: *"For you are like whitewashed tombs which indeed appear beautiful outwardly, but **inside are full of dead men's bones and all uncleanness**. Even so you also outwardly appear righteous to men, **but inside you are full of hypocrisy and lawlessness**"* (Matt. 23:27-28). God sees what man often cannot see, or that which man overlooks.

What Do You See?

How many marriages have ended in pain and misery because they *began with infatuation of appearances*? Girls' hearts may flutter when pretty boy passes by, but the wise ones stop and ask, "Is he all about himself?" before going further. Young boys who are a bit "girl crazy" often are blinded in their hearts by a young girl's beauty and cannot see the inside at all!

"Charm is deceitful and beauty is passing, but a woman who fears the LORD, she shall be praised. Give her of the fruit of her hands, and let her own works praise her in the gates" (Prov. 31:30).

Do not misunderstand the point though. There are ...

continued on page 291303