

Get Free The  
Industrial Design  
Reader

# The Industrial Design Reader

This text is a journey through the shapes and colours, forms and functions of design history in the 20th century. It contains an A-Z

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of designers and design schools, which builds into a complete picture of contemporary living.

An encyclopaedic guide to production techniques and materials for product and

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industrial  
designers,  
engineers, and  
architects.

Today's product  
designers are  
presented with a  
myriad of choices  
when creating  
their work and  
preparing it for  
manufacture.

They have to be

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knowledgeable  
about a vast  
repertoire of  
processes,  
ranging from  
what used to be  
known as  
traditional  
"crafts" to the  
latest technology,  
to enable their  
designs to be  
manufactured

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effectively and  
efficiently.

Information on  
the internet about  
such processes is  
often unreliable,  
and search  
engines do not  
usefully organize  
material for  
designers. This  
fundamental new  
resource explores

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innovative  
production  
techniques and  
materials that are  
having an impact  
on the design  
industry  
worldwide.

Organized into  
four easily  
referenced  
parts—Forming,  
Cutting, Joining,

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and

Finishing—over  
seventy  
manufacturing  
processes are  
explained in  
depth with full  
technical  
descriptions;  
analyses of the  
typical  
applications,  
design

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opportunities,  
and  
considerations  
each process  
offers; and  
information on  
cost, speed, and  
environmental  
impact. The  
accompanying  
step-by-step case  
studies look at a  
product or



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component being manufactured at a leading international supplier. A directory of more than fifty materials includes a detailed technical profile, images of typical applications and finishes, and an

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overview of each material's design characteristics.

With some 1,200 color photographs and technical illustrations, specially commissioned for this book, this is the definitive reference for product

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designers, 3D  
designers,  
engineers, and  
architects who  
need a  
convenient,  
highly accessible,  
and practical  
reference.

'Materials and  
Design' offers an  
accessible and  
systematic

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approach to the selection of materials and the ways in which they can be used. The book is aimed at the industrial designer who may have limited technical support. The Industrial Design

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ReaderSkyhorse  
Publishing Inc.

Objects of Desire

A Life's Design

John Vassos

Writing Urbanism

Manufacturing

Processes for

Design

Professionals

Design?

How Brooks

Stevens Shaped

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Your World

Designing new products and improving existing ones is a continual process. Industrial design engineering is an industrial engineering process applied to product designs that are to be manufactured through techniques of

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production operations.  
Excellent industrial  
design engineering  
programs are essential  
for the nation's  
industry to succeed in  
selling useful and  
ecologically justifiable  
and usable products on  
a market flooded with  
goods and services.  
This unique text on  
industrial design

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engineering integrates basic knowledge, insight, and working methods from industrial engineering and product design subjects. Industrial Design Engineering: Inventive Problem Solving provides a combination of engineering thinking and design skills that



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give the researchers, practitioners, and students an excellent foundation for participation in product development projects and techniques for establishing and managing such projects. The design principles are presented around

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examples related to the designing of products, goods, and services. Case studies are developed around real problems and are based on the customer's needs.

Industrial engineering is a field with a large and extensive presence in our nation's manufacturing and

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service industries.

From this new book,  
researchers,  
practitioners, and  
students will get an  
easy access to a wide  
range of effective  
industrial engineering  
tools and techniques in  
a concise format that  
will provide in-depth  
coverage emphasizing  
new thinking

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paradigms, tools,  
techniques, and  
models for industrial  
engineering problem  
solving.

An exploration of the  
parallel development  
of product and graphic  
design from the 18th  
century to the 21st.  
The effects of mass  
production and  
consumption, man-

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made industrial materials and extended lines of communication are also discussed.

The Graphic Design Reader features over 50 captivating essays covering an interesting panorama of design issues, as well as dozens of fascinating interviews and candid

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observations with the master designers who played a key role in shaping the identity, image, and formation of contemporary design.

As the Great Depression started in 1929, several dozen creative individuals from a variety of artistic fields,

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including theatre, advertising, graphics, fashion and furniture design, pioneered a new profession.

Responding to unprecedented public and industry demand for new styles, these artists entered the industrial world during what was called the "Machine Age," to

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introduce "modern design" to the external appearance and form of mass-produced, functional, mechanical consumer products formerly not considered art. The popular designs by these "machine designers" increased sales and profits dramatically for



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manufacturers, which helped the economy to recover; established a new profession, industrial design; and within a decade, changed American products from mechanical monstrosities into sleek, modern forms expressive of the future. This book is

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about those industrial designers and how they founded, developed, educated and organized today's profession of more than 50,000 practitioners.

The Whole Story

Design in the USA

The Aesthetics of

Industrial Design

Cradle-to-Cradle for

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Sustainable  
Development  
Industrial Design for  
Modern Life  
The Work of the  
Apple Industrial  
Design Group  
A Textbook of  
Practical Methods for  
Students, Teachers,  
and Craftsmen  
Presents an

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overview of twentieth-century design in the western industrialized world and the Far East, focusing on topics such as modernism, consumerism, and social

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responsibility  
Art Savvy is a  
systematic  
approach to  
understanding  
art. It gives  
you methods to  
assess a  
design and  
really see  
what the  
artist was

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doing. Unlike  
chaotic art  
writings,  
terms are  
clearly  
defined,  
categorized,  
organized and  
illustrated.  
It is designed  
to answer  
questions

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like: What things will allow me to understand art? What are the basic elements? What is concept art? Can you "read" a work of abstract art? Visual

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literacy is  
the ability to  
interpret,  
negotiate, and  
make meaning  
from  
information  
presented in  
art work. Art  
Savvy gives  
you this.  
Defining



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Terms: Often art terms are not clearly defined, are used interchangeably or get mixed up with other types of analysis. For a thorough exploration of all aspects of

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art, photos of  
great works  
are referenced  
with color  
keyed  
notations to  
illustrate the  
5 easy pieces:  
1. Design  
Elements-  
Visual  
grammar, line,

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shape, form,  
mass etc. -  
definitions &  
how to see  
them. 2.

Organization  
Principles-  
How elements  
are arranged  
and how this  
effects the  
concept. 3.

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Style-

Relation to  
other groups  
of work and  
formulas for  
design. 4.

Technique- How  
methods and  
materials are  
used to impact  
the concept.

5. Concept-

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What this  
piece about.  
What major  
themes and  
elements were  
used.

Assessment  
techniques in  
each section  
of Art Savvy  
will train  
your eye to

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always see  
these 5  
aspects of any  
artwork. It is  
not attempting  
judgments of  
relevance,  
philosophy,  
spiritual  
meanings and  
other ethereal  
aspects that a

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work may convey. This text poses the question:

"What is the basic concept here?" but sticks to pure analysis and leaves all judgment to you and the

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experts. This  
field guide is  
a mini  
textbook on  
design  
principles  
that will let  
you understand  
art!

This  
groundbreaking  
anthology is



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the first to  
focus  
exclusively on  
the history of  
industrial  
design. With  
essays written  
by some of the  
greatest  
designers,  
visionaries,  
policy makers,

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theorists,  
critics and  
historians of  
the past two  
centuries,  
this book  
traces the  
history of  
industrial  
design, indust  
rialization,  
and mass

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production in  
the United  
States and  
throughout the  
world.

With the  
coming flood  
of connected  
products, many  
UX and  
interaction  
designers are

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looking into  
hardware  
design, a  
discipline  
largely  
unfamiliar to  
them. If  
you're among  
those who want  
to blend  
digital and  
physical

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design  
concepts  
successfully,  
this practical  
book helps you  
explore seven  
long-standing  
principles of  
industrial  
design. Two  
present and  
former design

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directors at  
IDEO, the  
international  
design and  
innovation  
firm, use real-  
world examples  
to describe  
industrial  
designs that  
are sensorial,  
simple,

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enduring,  
playful,  
thoughtful,  
sustainable,  
and beautiful.  
You'll learn  
how to  
approach,  
frame, and  
evaluate your  
designs as  
they extend

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beyond the  
screen and  
into the  
physical  
world.

Sensorial:  
create  
experiences  
that fully  
engage our  
human senses

Simple: design



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simple  
products that  
provide  
overall  
clarity in  
relation to  
their purpose  
Enduring:  
build products  
that wear well  
and live on as  
classics

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Playful: use  
playful design  
to go beyond  
functionality  
and create  
emotional  
connections

Thoughtful:  
observe  
people's  
struggles and  
anticipate

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their needs

Sustainable:

design

products that

reduce

environmental

impact

Beautiful:

elevate the

experience of

everyday

products

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through beauty  
Design: The  
Key Concepts  
Iconic Product  
Design  
Human Ecology  
and Social  
Change  
The Story of  
Design  
Alternative  
Narratives in

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the History of  
Design

Seeing,  
Designing and  
Making

"This textbook  
introduces design  
students to key  
principles of three-  
dimensional form,  
bridging aesthetics

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and practical design objectives. It explores how we see and what it is that characterises visually appealing and satisfactory design. Written by an experienced designer, educator and researcher, *The Aesthetics of Industrial Design*

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equips students with the knowledge and understanding of how aesthetically superior design is distinct from lesser work. It explains the key principles and concepts they can incorporate into their own designs, encourages readers to investigate and

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experiment with real design problems, and enables them to verbally communicate their design intentions. The book prompts readers to critically reflect on their work and surroundings. Through numerous clear examples and illustrated case



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studies, which are guided by cognitive science and the application of aesthetic theory, the book brings together the basic aspects of design as form-giving. It explores the balance of function, material and appearance in detail, and explains

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the reasons for common aesthetic faults and how to avoid them. Aimed at undergraduate and postgraduate level students within the design fields, this book reveals the secrets to aesthetically successful products which readers can

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take from education  
into future  
practice"--

A cult read among  
designers for more  
than half a century,  
the famous manifesto  
of America's greatest  
industrial designer is  
finally back in print!  
Design: The Whole  
Story takes a close  
look at the key

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developments,  
movements and  
practitioners of  
design around the  
world, from the  
beginnings of  
industrial  
manufacturing to the  
present day.

Organized  
chronologically, it  
locates design within  
its technological,

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cultural, economic, aesthetic and theoretical contexts. From the high-minded moralists of the 19th century to the radical thinkers of modernism - and from the emergence of showmen such as Raymond Loewy in the 1930s to today's superstars such as

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Philippe Starck - the book provides in-depth coverage of a subject that touches all our lives. Iconic works that mark significant steps forward or that characterize a particular era or approach - such as Marcel Breuer's Wassily chair of

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1925, Eliot Noyes' corporate identity work for IBM in the 1950s and Matthew Carter's Verdana typeface, designed to be read on screen - are analysed in detail, while the text sets out the framework of ideas, intent and technology within

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which differing approaches to design have evolved. From the cars we drive and the products we buy to the graphics that surround us, we are all consumers of design. Design: The Whole Story provides all the information you need to decode the



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material world.

As editor Kenneth E. Hendrickson, III, notes in his introduction: "Since the end of the nineteenth-century, industrialization has become a global phenomenon. After the relative completion of the advanced industrial

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economies of the West after 1945, patterns of rapid economic change invaded societies beyond western Europe, North America, the Commonwealth, and Japan." In The Encyclopedia of the Industrial Revolution in World

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History contributors survey the Industrial Revolution as a world historical phenomenon rather than through the traditional lens of a development largely restricted to Western society. The Encyclopedia of the Industrial Revolution in World

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History is a three-volume work of over 1,000 entries on the rise and spread of the Industrial Revolution across the world. Entries comprise accessible but scholarly explorations of topics from the "aerospace industry" to "zaibatsu."

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Contributor articles not only address topics of technology and technical innovation but emphasize the individual human and social experience of industrialization. Entries include generous selections of biographical figures and human

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communities, with articles on entrepreneurs, working men and women, families, and organizations. They also cover legal developments, disasters, and the environmental impact of the Industrial Revolution. Each

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entry also includes cross-references and a brief list of suggested readings to alert readers to more detailed information. The Encyclopedia of the Industrial Revolution in World History includes over 300 illustrations, as well as artfully selected, extended

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quotations from key primary sources, from Thomas Malthus' "Essay on the Principal of Population" to Arthur Young's look at Birmingham, England in 1791. This work is the perfect reference work for anyone conducting research



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in the areas of  
technology, business,  
economics, and  
history on a world  
historical scale.

Principles for UX  
and Interaction  
Design

The Life and Work  
of Industrial  
Designer Charles  
Harrison  
Humble

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Masterpieces

The Encyclopedia of  
the Industrial  
Revolution in World  
History

History of Modern  
Design

Designing for People  
AppleDesign

The second  
edition of The  
Urban Design

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Reader draws together the very best of classic and contemporary writings to illuminate and expand the theory and practice of urban design. Nearly 50 generous

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selections  
include seminal  
contributions  
from Howard, Le  
Corbusier, Lynch,  
and Jacobs to  
more recent  
writings by  
Waldheim,  
Koolhaas, and  
Sorkin. Following  
the widespread

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success of the first edition of The Urban Design Reader, this updated edition continues to provide the most important historical material of the urban design field, but also

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introduces new topics and selections that address the myriad challenges facing designers today. The six part structure of the second edition guides the reader through the

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history, theory  
and practice of  
urban design.  
The reader is  
initially  
introduced to  
those classic  
writings that  
provide the  
historical  
precedents for  
city-making into

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the twentieth century. Part Two introduces the voices and ideas that were instrumental in establishing the foundations of the urban design field from the late 1950s up to the mid-1990s. These



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authors present a critical reading of the design professions and offer an alternative urban design agenda focused on vital and lively places. The authors in Part Three provide a range

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of urban design rationales and strategies for reinforcing local physical identity and the creation of memorable places. These selections are largely describing the outcomes of mid-

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century urban design and voicing concerns over the placeless quality of contemporary urbanism. The fourth part of the Reader explores key issues in urban design and development.

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Ideas about sprawl, density, community health, public space and everyday life are the primary focus here. Several new selections in this part of the book also highlight important

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international  
development  
trends in the  
Middle East and  
China. Part Five  
presents  
environmental  
challenges faced  
by the built  
environment  
professions  
today, including

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recent material  
on landscape  
urbanism,  
sustainability,  
and urban  
resiliency. The  
final part  
examines  
professional  
practice and  
current debates  
in the field: where

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urban designers work, what they do, their roles, their fields of knowledge and their educational development. The section concludes with several position pieces and debates on the

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future of urban  
design practice.  
This book  
provides an  
essential  
resource for  
students and  
practitioners of  
urban design,  
drawing together  
important but  
widely dispersed



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writings. Part and section introductions are provided to assist readers in understanding the context of the material, summary messages, impacts of the writing, and how

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they fit into the larger picture of the urban design field.

Henry Dreyfuss (1904-1972) was one of the pioneers of American industrial design, the man behind the modern look

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and function of  
so many  
household  
objects used by  
millions of  
Americans during  
the golden age of  
industrial design  
from the 1930s to  
the 1960s. During  
his 44-year  
career the

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versatile

Dreyfuss

designed or

retooled

hundreds of

products that

have become

icons of modern

design, among

them the

Princess and

Trimline

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telephones, John Deere tractors, and Hoover vacuum cleaners, which Dreyfuss outfitted with headlights and bumpers in the 1930s to prevent dented and scratched furniture.

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Additional  
objects and  
spaces he  
designed range  
from the familiar  
Honeywell wall-  
mounted round  
thermostat to the  
Big Ben alarm  
clock, trains such  
as the classic  
20th Century

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Limited for the  
New York Central  
Railroad, and the  
Situation Room  
for the Joint  
Chiefs of Staff  
during World War  
II. This first  
published  
monograph on  
Dreyfuss surveys  
his life and work

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through 200  
archival and new  
photographs of  
his designs and a  
biographical text  
that paints the  
picture of an  
eminently  
practical yet  
eccentric  
innovator.  
Dreyfuss



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streamlined even his wardrobe by wearing only brown suits, stayed exclusively at the Plaza Hotel when in New York so clients could always find him, and reportedly missed only five

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days of work in  
twenty-two years.

This book is  
published in  
conjunction with  
a major  
exhibition of  
Dreyfuss's work  
at the Cooper-  
Hewitt, National  
Design Museum,  
Smithsonian

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Institution, New  
York.

This is a  
beautifully  
illustrated and  
accessibly  
written history of  
the development  
and evolution of  
design. A  
fascinating multi-  
stranded account

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that is truly  
comprehensive in  
its scope, it  
introduces the  
styles,  
movements,  
theories,  
materials,  
processes,  
technologies,  
leading  
practitioners and

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companies that  
have shaped  
design into what  
it is today.

Providing an  
excellent  
overview of  
developments in  
design with  
regard to wider  
social, cultural  
and political

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matters, this is a must-have book for anyone with an interest in design.

A John Heskett Reader brings together a selection of the celebrated design historian John Heskett's key

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works,

introduced and  
edited by Clive  
Dilnot of

Parsons, the New  
School, USA.

Heskett, who  
passed away in  
early 2014, was a  
pioneering  
British-born  
writer and

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lecturer. His research was foundational for the study of industrial design, and his research into the relationship between design, policy and economic value is still a regular



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reference-point  
for academics  
and students  
alike. This  
anthology  
represents well  
the great range of  
his work,  
covering such  
varied topics as  
the growth of  
Japanese

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industrialism,  
modernism in the  
Third Reich, and  
1980's corporate  
design  
management.  
Including both  
hard-to-access  
and previously  
unpublished  
material like  
Crafts,

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Commerce and  
Industry and  
Economic Value  
of Design, the  
book  
demonstrates  
Heskett's  
passionate  
interest in  
exploring the  
relationship of  
design and

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making with economic value across the entirety of human history. Featured texts include, What is Design, Chinese Design: what can we learn from the past?, The 'American

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System' and  
Mass Production,  
The Industrial  
Applications of  
Tubular Steel,  
Creative  
Destruction: the  
nature and  
consequences of  
change through  
design,  
Reflections on

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Design and Hong  
Kong, besides  
many others.

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Art Savvy

Industrial Design

Engineering

Design for the

Real World

Objects,

Audiences, and

Literatures

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The Industrial  
Design Reader  
Your Private Eye,  
Understanding  
Public Art in 5  
Easy Pieces

**The Social Design  
Reader explores  
the ways in which  
design can be a  
catalyst for social  
change. Bringing  
together key texts**

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**of the last fifty  
years, editor  
Elizabeth Resnick  
traces the  
emergence of the  
notion of socially  
responsible  
design. This  
volume represents  
the authentic  
voices of the  
thinkers, writers  
and designers who  
are helping to**



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**build a 'canon' of informed literature which documents the development of the discipline. The Social Design Reader is divided into three parts. Section 1: Making a Stand includes an introduction to the term 'social design' and features papers**

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**which explore its historical underpinnings. Section 2: Creating the Future documents the emergence of social design as a concept, as a nascent field of study, and subsequently as a rapidly developing professional**

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**discipline, and  
Section 3: A Sea  
Change is made up  
of papers**

**acknowledging  
social design as a  
firmly established  
practice.**

**Contextualising  
section**

**introductions are  
provided to aid  
readers in**

**understanding the**

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**original source material, while summary boxes clearly articulate how each text fits with the larger milieu of social design theory, methods, and practice.**

**The Viewmaster.  
The portable hair  
dryer. The riding  
lawn mower. The**

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**see-through  
measuring cup.  
The first garbage  
can that didnt  
dent, break or go  
clang in the  
night. These and  
countless other  
icons of Americana  
unobtrusively yet  
radically reshaped  
the contours of  
20th Century  
lifemillions can say**

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**they have one of these or fondly remember one of those. Yet few if any can say that they knew that the genius behind these and those originated from one prolific source: a dyslexic kid from rural Louisiana. A Lifes Design (Ibis 2006, 125 pp)**

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**chronicles the life,  
career and the  
emergent  
philosophy of  
Charles Chuck  
Harrison, one the  
most prolific and  
respected  
industrial  
designers of his  
time, an influencer  
on style and  
design today, and  
a pioneer as the**

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**first African  
American  
executive ever  
hired by Sears  
Roebuck &  
Company. Designs  
by Chuck Harrison  
not only reflected  
our changing lives,  
they often drove  
the transformation  
itself that took  
place in the  
American home**



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**and workplace  
during the era  
following World  
War II through the  
mid-1980s.**

**Urban design  
continues to grow  
as an increasingly  
important and  
expanding field of  
study, research  
and professional  
endeavour.**

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**its broad scope  
and  
comprehensiveness  
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relationship  
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**and reception in  
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objects from the  
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**postwar American  
films. The five  
chapters  
demonstrate that a  
complex and even  
contradictory  
mixture of  
stakeholders  
determines the  
meanings of  
designed objects.  
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examines popular  
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**in order to reveal the preconceptions that viewers brought with them to the experience of looking at and using objects. The authors' attentiveness to viewers' class and gender provides a methodological model for approaching the**

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introduces a new  
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historians of  
design and  
decorative arts  
with five superb  
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**the laconic  
historical data that  
has formed the  
backbone of  
scholarship in this  
field these authors  
plumb popular  
culture—films,  
advertisements,  
and especially  
novels—to  
understand  
contemporaneous  
meanings of**

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**objects. Using  
these polyglot  
sources with an  
eye particularly on  
narrative and  
gender they suss  
out heretofore  
unnoticed  
dissonances  
between the  
prescriptive  
pronouncements of  
avant-garde  
“insiders” and the**

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**reception that design innovation found in broader publics. These wide-ranging essays are marked by imagination, exuberance, and acuity; I look forward to using it in my teaching."**

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design and  
material culture  
that transcend the  
specific examples  
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should appeal to  
scholars in  
multiple  
disciplines."**

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University of Notre  
Dame  
Iconic Designs  
Inventive Problem  
Solving  
Industrial Design A-  
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Jeremy Aynsley,  
Rayner Banham,  
Roland Barthes, Jean  
Baudrillard, Walter  
Benjamin, Pierre  
Bourdieu, Christopher  
Breward, Denise Scott  
Brown, Ruth Schwarz  
Cowan, Clive Dilnot,  
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Loos, Victor Margolin,  
Karl Marx, Jeffrey  
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**What should a**

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television look like? How should a dial on a radio feel to the touch? These were questions John Vassos asked when the Radio Corporation of America (RCA) asked him to design the first mass-produced



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television receiver, the TRK-12, which had its spectacular premier at the 1939 New York World's Fair. Vassos emigrated from Greece and arrived in the United States in 1918. His career spans the

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evolution of  
central forms of  
mass media in  
the twentieth  
century and  
offers a  
template for  
understanding  
their success.  
This is Vassos's  
legacy—shaping  
the way we  
interact with  
our media

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technologies.

Other industrial designers may be more celebrated, but none were more focused on making radio and television attractive and accessible to millions of Americans. In

**John Vassos:  
Industrial**

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Design for  
Modern Life,  
Danielle Shapiro  
is the first to  
examine the life  
and work of  
RCA's key  
consultant  
designer through  
the rise of  
radio and  
television and  
into the  
computer era.

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Vassos conceived a vision for the look of new technologies still with us today. A founder of the Industrial Designers Society of America, he was instrumental in the development of a self-

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conscious  
industrial  
design  
profession  
during the late  
1920s and 1930s  
and into the  
postwar period.  
Drawing on  
unpublished  
records and  
correspondence,  
Shapiro creates  
a portrait of a

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designer whose  
early artistic  
work in books  
like *Phobia* and  
*Contempo*  
critiqued the co  
mmercialization  
of modern life  
but whose later  
design work  
sought to  
accommodate it.  
Replete with  
rich behind-the-

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of America's  
design culture  
in the 1930s  
through the  
1950s, this  
volume also  
chronicles the  
emergence of  
what was to  
become the  
nation's largest  
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fascinating  
glimpse into its  
early corporate  
culture. In our  
current era of  
watching TV on  
an iPod or a  
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discussions of  
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classic 'things'  
- designs that  
we find in the  
city, in our  
homes and  
offices, on page  
and screen, and  
in our everyday  
lives. In her  
introduction,  
Grace Lees-  
Maffei explores  
what makes a  
design 'iconic',

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and fifty essays  
by leading  
design and  
cultural critics  
tell the story  
of each iconic  
'thing', its  
innovative and  
unique  
qualities, and  
its journey to  
classic status.  
Subjects range  
from the late

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19th century to  
the present day,  
and include the  
Sydney Opera  
House, the Post-  
It Note, Coco  
Chanel's classic  
suit, the Sony  
Walkman™, Hello  
Kitty™, the  
typeface  
Helvetica, the  
Ford Model T,  
Harry Beck's

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diagrammatic map  
of the London  
Underground and  
the Apple iMac  
G3. This  
handsome volume  
provides a  
treasure trove  
of 'stories'  
that will shed  
new light on the  
iconic designs  
that we use  
without

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thinking, aspire to possess, love or hate (or love to hate) and which form part of the fabric of our everyday lives.

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book—the Coca-  
Cola bottle, the  
Wester & Co  
pocket knife,  
the Kitchen Aid  
mixer, the Le  
Creuset Dutch  
oven, the Weber  
grill, the Bic  
cristal pen, the  
Rolodex address  
file, Kikkoman  
soy sauce  
bottles, the



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Kodak

Instamatic, the  
Polaroid SX-70,  
the SONY

Walkman, the  
Apple MacIntosh,  
and the Dyson  
air-multiplier.  
Maybe they were  
part of your  
childhood or  
represent your  
ideal in design;  
certainly, they

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will evoke a sense of the familiar. Iconic Product Design is an engaging and accessible presentation of the history of product design, providing an extensive catalog of the most memorable product designs

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of the past 150  
years. More than  
130 remarkable  
product designs  
from all areas,  
including  
household  
appliances,  
everyday  
objects,  
furniture,  
entertainment  
technology and  
office

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equipment, are presented in this collection. Accompanying the images are well-researched and charming vignettes about each product, with amusing insights and fun tidbits of information about its time

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and place. Each one informs how design has been influenced by changes in technology, science, and society. While these products were considered innovative at their inception, all have withstood the

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test of time and many are still, remarkably, in use today.

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Revolution to  
the present.  
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this richly  
illustrated book  
showcases the  
author's  
representation  
of the chosen  
design,  
expressing its  
essence and  
capturing its  
spirit. In the

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introductory  
text, he shares  
his concept of  
the term  
iconicity to  
help the reader  
understand what  
makes these  
products stand  
out and why they  
are considered  
icons today.  
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Revolution

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Industrial  
Design

Founders of  
American  
Industrial

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Design

Henry Dreyfuss,  
Industrial  
Designer

*From consumer  
products and  
packaging to  
transportation  
and equipment,  
this  
comprehensive  
work traces*

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*the evolution  
of industrial  
design from  
the Industrial  
Revolution to  
the present  
day.*

*From M & Ms to  
Post-It Notes,  
a charming and  
insightful  
collection of*

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*design marvels  
from everyday  
life,  
celebrated by  
the curator of  
the MoMA's  
department of  
architecture  
and design.  
Every day we  
use dozens of  
tiny objects,*

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*from Post-It  
notes to  
Band-Aids. If  
they work  
well, chances  
are we do not  
pay them much  
attention. But  
although  
modest in size  
and price,  
some of these*

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*objects are  
true  
masterpieces  
of the art of  
design. Paola  
Antonelli,  
curator of the  
Museum of  
Modern Art's  
Department of  
Design and  
Architecture,*

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*is a highly  
celebrated  
figure in the  
world of  
design (she  
was just  
ranked among  
the top 100  
most powerful  
people in the  
world of art).  
Paola has long*

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*been*

*passionate  
about the  
subject of  
everyday  
objects that  
are marvels of  
design. The  
response to  
her recent  
MoMA show,  
also called*



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*Humble*

*Masterpieces,  
was electric.*

*In addition to  
lively*

*coverage in*

*dozens of*

*publications,*

*the museum*

*goers spread*

*the word about*

*the fun of*

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*learning about  
and nominating  
their own  
picks for  
humble  
masterpieces.  
Now, in this  
colorful  
visual feast,  
Antonelli  
chooses 100  
fabulous*

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*objects, from  
Chupa Chup  
lollipops to  
Legos to  
Chopsticks and  
Scotch tape.  
Each object  
will be  
portrayed with  
a gorgeous  
close-up  
detail, a*

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*brisk and  
informative  
text on its  
origin and  
special design  
features, as  
well as a  
silhouette  
image of the  
object as we  
see it each  
day. Certain*

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*to appeal to a  
broad  
audience, and  
to lend itself  
to fun,  
creative  
promotional  
opportunities,  
Humble  
Masterpieces  
will celebrate  
the*

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*possibility of  
looking at our  
everyday lives  
in an all-new  
way.*

*One of hte  
nation's  
leading  
industrial  
designers  
discusses his  
own life and a*

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*accomplishments  
, from  
creating the  
Studebaker to  
designing the  
packaging for  
Lucky Strikes.  
(Fine Arts)  
Sustainable  
Industrial  
Design and  
Waste*

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*Management was  
inspired by  
the need to  
have a text  
that enveloped  
awareness and  
solutions to  
the ongoing  
issues and  
concerns of  
waste  
generated from*



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*industry. The development of science and technology has increased human capacity to extract resources from nature and it is only recently that industries are*

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*being held  
accountable  
for the  
detrimental  
effects the  
waste they  
produce has on  
the  
environment.  
Increased  
governmental  
research,*

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*regulation and  
corporate  
accountability  
are digging up  
issues  
pertaining to  
pollution  
control and  
waste  
treatment and  
environmental  
protection.*

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*The*

*traditional  
approach for  
clinical  
waste,  
agricultural  
waste,  
industrial  
waste, and  
municipal  
waste are  
depleting our*

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*natural*

*resources. The  
main objective  
of this book  
is to conserve  
the natural  
resources by  
approaching  
100 % full  
utilization of  
all types of  
wastes by*

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*cradle - to -  
cradle  
concepts,  
using  
Industrial  
Ecology  
methodology  
documented  
with case  
studies.  
Sustainable  
development*

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*and*

*environmental  
protection  
cannot be  
achieved  
without  
establishing  
the concept of  
industrial  
ecology. The  
main tools  
necessary for*

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*establishing  
Industrial  
Ecology and  
sustainable  
development  
will be  
covered in the  
book. The  
concept of  
"industrial  
ecology will  
help the*



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*industrial  
system to be  
managed and  
operated more  
or less like a  
natural  
ecosystem  
hence causing  
as less damage  
as possible to  
the  
surrounding*

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development  
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Twentieth  
Century Design  
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1750*

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Devices  
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Black Book of  
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**inspiration, and  
reassurance for all  
those who labor  
with the user in  
mind. If you work  
on the web, in  
print, or in film or  
video, this book  
can help. If you  
know someone  
working on the  
creative arena, this  
makes a great gift.**

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**sound and visually clear. The book also illustrates how these basic skills underpin the use of computer-aided design and graphic software. While these applications assist the designer in creating physical products,**

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**architectural spaces and virtual interfaces, a basic knowledge of sketching and drawing allows the designer to fully exploit the software.**

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more intuitive  
feeling for  
visualisation and  
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illustrate the full  
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and realizing more  
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America's most  
influential  
twentieth-century  
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Brooks Stevens  
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World is a long  
overdue  
introduction to the  
work of visionary**

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**industrial designer  
Brooks Stevens  
(1911-1995).**

**Believing that an  
industrial designer  
"should be a  
businessman, an  
engineer, and a  
stylist, in that  
order," Stevens  
created thousands  
of ingenious and  
beautiful designs**

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**for industrial and household products—including a clothes dryer with a window in the front, a wide-mouthed peanut butter jar, and the Oscar Mayer Wienermobile. ("There's nothing more aerodynamic than a wiener," he**



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**explained.) He  
invented a  
precursor to the  
SUV by turning a  
Jeep into a station  
wagon after World  
War II, and  
streamlined steam  
irons so that they  
resembled aircraft.  
It was Brooks  
Stevens who, in  
1954, coined the**

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**phrase "planned  
obsolescence,"  
defining it as  
"instilling in the  
buyer the desire to  
own something a  
little newer, a little  
better, a little  
sooner than is  
necessary." This  
concept has since  
been blamed for  
everything from**

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**toasters that stop working to today's throwaway culture, but Stevens was simply recognizing the intentionally ephemeral nature of a designer's work. Asked once to name his favorite design, he replied, "none, because every one**

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would have to be restudied for the tastes of tomorrow." This book, which accompanied an exhibit at the Milwaukee Art Museum (the repository for Stevens's papers), includes 250 illustrations of

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**designs by  
Stevens and his  
firm, many in  
color. Glenn  
Adamson,  
exhibition curator,  
contributes  
detailed studies of  
individual designs.  
John Heskett,  
Kristina Wilson,  
and Jody Clowes  
contribute**

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**interpretive  
essays. Also  
included are a  
description of the  
Brooks Stevens  
Archive and  
several key  
writings by Brooks  
Stevens.**