Design: The Whole Story

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PRESTEL

Synopsis

From the 18th century to the present, every aspect of design is covered in one single, spectacularly designed volume that will appeal to experts and general audiences alike. This chronologically organized compendium guides readers through the evolution of modern design, from its emergence in the 18th century to the present. Generously illustrated chapters trace the development of design: the classical revival, the â œArt for Allâ • movement, the Japanese influence and Art Nouveau. From there it explores topics such as how the industrial revolution changed the way we create and consume products; identity and conformity in the postwar world; brand loyalty and the counterculture; â œIndustrial Chicâ • and â œStyle Biblesâ •; the Digital Age and design with a conscience. Along the way readers will discover the close ties between design and social and cultural development. Iconic works that mark significant steps forwardâ •such as Marcel Breuerâ ™s Wassily chair, the creation of the IBM logo, and Matthew Carterâ ™s introduction of a typeface designed to be read on computer screensâ •are analyzed in terms of their development, impact, and historic importance. An illustrated timeline highlights key influences and events from three centuries. Compiled with the help of an international team of noted design historians and critics, this fascinating and comprehensive book reveals how nearly every aspect of our lives is touched by design.

Book Information

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