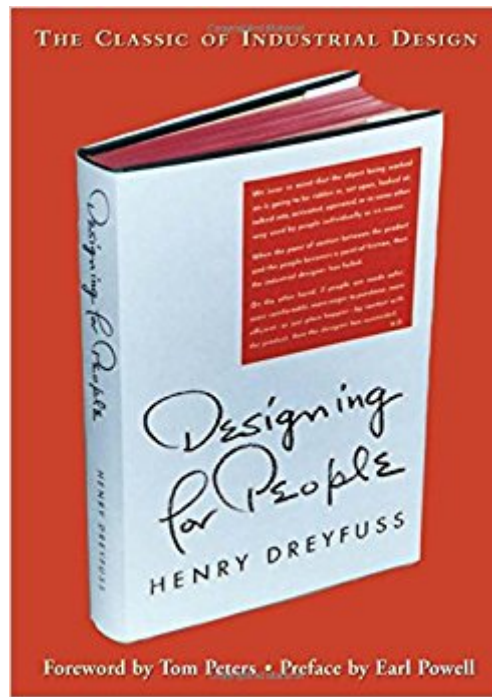


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# Designing For People



## Synopsis

From the first answering machine ("the electronic brain") and the Hoover vacuum cleaner to the SS Independence and the Bell telephone, the creations of Henry S. Dreyfuss have shaped the cultural landscape of the 20th century. Written in a robust, fresh style, this book offers an inviting mix of professional advice, case studies, and design history along with historical black-and-white photos and the author's whimsical drawings. In addition, the author's uncompromising commitment to public service, ethics, and design responsibility makes this masterful guide a timely read for today's designers.

## Book Information

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## Customer Reviews

This is an odd but fascinating book about the business of industrial design in 1930-50's US. It promotes a perspective to design which later generations know as human-centered design. It does not talk about user experience, usability, innovation or design thinking with the terms we have for them today, but it surely gives an interesting perspective for a 21st century reader on the past thinking on these topics. An interesting comparison is contrast *Designing for People* to Tim Brown's *Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation* released 54 years after. It seems reasonable to ask if the field of design has developed at all, maybe except for branding. It seems that the office of Dreyfuss was essentially practicing all methods under the mindset of "design thinking" Brown presented as the holy grail of organizational innovation. The book holds a quite detailed account of the operation of Henry Dreyfuss and one

might call it an autobiography. Biography in a form of a vitae and an industrial design business cook book. This is also the problem of the tome. At best, it provides insights and details, reports from the past which would be otherwise unattainable. At worst, it reads out as a (poorly) guided tour to a trophy room. A short story after short story in an identical format, describing yet another Dreyfuss victory in some exotic field of design. This is emphasized by the result-oriented style of the narrator, which always describes the glorious outcome of the design process, where as the process receives less attention.

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