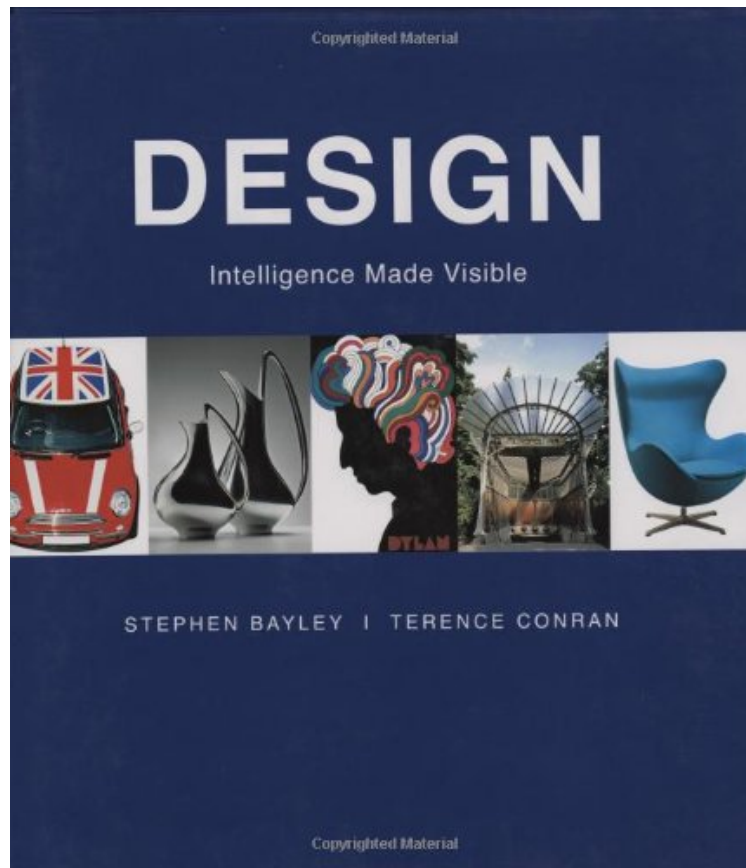


[Read free ebook] Design: Intelligence Made Visible

## Design: Intelligence Made Visible

*Stephen Bayley, Terence Conran*

*\*Download PDF / ePub / DOC / audiobook / ebooks*



 Download

 Read Online

#2148157 in Books Firefly Books 2007-09-14Original language:EnglishPDF # 1 11.25 x 1.63 x 10.25l, 5.11  
#File Name: 1554073103336 pages | File size: 37.Mb

**Stephen Bayley, Terence Conran : Design: Intelligence Made Visible** before purchasing it in order to gage whether or not it would be worth my time, and all praised Design: Intelligence Made Visible:

0 of 0 people found the following review helpful. Five StarsBy CustomerI like0 of 0 people found the following review helpful. Five StarsBy Barbara Carrenogreat book, very handy10 of 12 people found the following review helpful. great for a young designer...By S. LinFor a design book under \$25 bucks, this book is a steal. It features a lot of contemporary designers, with great pictures, interviews, and a bit of art history to boot. Gives you a lot of ideas and a few things to chew on.For a seasoned designer, this book may be kind of basic. However, for a student or a young professional, this book offers a wealth of information.

Essential facts, authoritative opinions and a provocative list of the most influential designers. Design: The Definitive Directory of Modern Design is a dynamic and comprehensive guide to the subject. Global in scope, this book includes architecture, industrial design, furniture, fashion, cars, clothing, graphics, consumer products, signs and much more -- all complemented by 300 color photographs. There are also up-to-date profiles of the innovators and visionaries past and present whose achievements have forever changed the way we view ourselves and the world. A series of essays

outlines the role of design in modern cultural history and includes Terence Conran's definition of design. The main section of the book is an A-Z directory of the most influential people, products and processes of the past and present centuries and includes biographies of leading designers. The authors also share their personal views on today's newest achievers. Among the topics examined: Art, industry and the beginnings of design The consumer age and mass consumption The craft ideal of old values The Modern movement and the romance of the machine America of the thirties Italy since the fifties Symbolism, the language of objects and consumer psychology Postmodern design, and looking to the future. Up to date, provocative and completely original, Design will be a sourcebook for professional designers, an essential guide for students of design, and a revelation for general readers hungry for information about design and designers. Highlights: 100-page A-Z directory for easy look-up 300 full-color illustrations with detailed captions Biographies of designers past and present Corporate histories and product appraisals The influence of management, cultural and social theories Michelin-style ratings of today's up-and-coming designers Brand identity and assessing brand value The newest types and categories of design. The featured subjects include, among many others: Bauhaus IBM Sony Benetton iPod Tom Wolfe Charles Eames Italy's Autostrade Victorinox Eric Gill Philippe Starck Vogue Ferrari Porsche Walt Disney Frank Lloyd Wright.

From Publishers Weekly Design experts Bayley (Imagination, General Knowledge) and Conran (Ultimate House Book, Designers on Design, etc) offer readers a crash course in design in this impressive, coffee-table-ready resource. After a brief narrative history of design from the 18th century to the present (the rise of consumerism and mass production, the Arts and Crafts movement, the Bauhaus ethic, etc.), the design and pop culture heavyweights delve into an alphabetical listing of design figures, themes and products. The artful confluence of the societal, artistic and architectural is what sets the book apart: rather than relying on key figures, Conran and Bayley's wide net enables the reader to see both the forest and the trees, no small achievement. Though the sheer number of subjects restricts most entries to a paragraph or two, this is no staid or simplistic survey; Conran and Bayley inject plenty of colorful editorial comments, characterizing fashion icon Pierre Cardin, for example, by his "monomania," which can "infuriate or bore." The book assumes a familiarity with most styles and designers, though movements such as surrealism and modernism are well-explained. Bayley and Conran's experience with and enthusiasm for the material, coupled with up-to-the-minute coverage (the iPhone is included), make this a thoughtful contemporary look at an often mercurial subject. Color photos and illus. throughout. Copyright Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. This ambitious compendium of international design history is both smartly written and gorgeously illustrated. Organized primarily as an A-to-Z encyclopedia of essential figures, companies, and moments in the last three centuries of design, it's the kind of book you'll dip into repeatedly just for fun. (The Week 2007-12-14) Hundreds of large gorgeous photos make this a useful resource and a fun browse. (Metropolis) This essential read for designers, or anyone who wants to know more, includes more than 300 colour photographs. (Globe and Mail 2007-12-15) The book combines fascinating essays with an A-Z directory and 300 photographs. It's the latter, complete with informative captions, that first engage the reader.... Browsers will then move on to the intriguing ABC directory -- short items about design movements, innovations and innovators... But quick hits are only part of the appeal of this book... The authors trace the history of various artistic movements, bringing order to what might seem like an avalanche of design concepts. The authors also weigh subjects such as who sets standards for taste, and the difference between European and American sensibilities. (Grand Magazine 2008-10-01) Terence Conran and Stephen Bayley ... have seamlessly orchestrated a history of design that is as eclectic as it is evocative. (Jon Alain Guzik Miami Modern Living) This is a brilliant book. (Bill Robertson Star Phoenix (Saskatoon) 2007-12-15) Additions of such latter-day icons as Phillippe Starck and Apple designer Jonathan Ive are described with fantastic photographs and lively, Conran-esque text.... If you found the 1985 volume useful, you'll want this useful update. (Azure Magazine 2007-12-31) This book gives an opinionated, comprehensive history of industrial design from paper clips to cars and is an encyclopedic survey of the best 19th and 20th century industrial designers whose works have had a lasting impact. (Zahid Sardar San Francisco Chronicle 2007-10-13) A rousing A-to-Z guide to the history and personalities of design... Richly illustrated and elegantly packaged, the book is beautiful enough for the coffee table and encyclopedic in its scope. (Kimberley Brown House and Home) If you don't know your Ikea from your Eames, this hefty tome is a swell start to building your arsenal of cool facts. Conran and Bayley know their stuff. Gorgeous photos are teamed with refreshingly brief, yet detailed, blurbs.... 'Design' makes a great addition to your coffee table, or a classy gift for a stylish loved one. (The Globe and Mail 2007-11-24) Its 336 pages are more illustrative than encyclopedic, but by carefully limiting the number of entries in their A-to-Z look at domestic objects and their creators, the authors are able to say something meaningful about most with lots of room left over for pictures. (Michael Lassell Metropolitan Home) Provides an encyclopedic portfolio of iconic modern design, from Johan Vaaler's paper clip to Jonathan Ive's iPod. (Elle Design) Stephen Bayley and Terence Conran have put together a comprehensive directory of just about everything related to design and those who create it. Their brief essays are complemented by 300 full-colour illustrations with detailed captions. Students of design can use these to follow up their own interests through more research, and the general reader can simply enjoy the wealth of scholarship that's gone into producing a lovely and valuable book.

(Linda Turk Chronicle-Journal (Thunder Bay) 2008-02-03)A lively and opinionated history. The bygone age of enlightened corporate sponsorship gets loving treatment. (Piladas Viladas The New York Times - City Edition 2007-10-07)This is an eclectic, stylish guidebook of design through the ages. (Martin Cash The Winnipeg Free Press 2007-12-09)[Bayley and Conran] offer readers a crash course in design in this impressive, coffee-table-ready resource... The artful confluence of the societal, artistic and architectural is what sets this book apart.... This is no staid or simplistic survey. (Publishersweekly.com 2007-10-01)[A] delightful survey of designers. Nothing about design escapes the critical gaze of Bayley and Conran. (Patrick Tivy Reno and Decor 2008-05-31)A thought-provoking read for design aficionados, techies, and pragmatic consumers alike. (Charleston Magazine)From two of the greatest design minds of our time -- Brits Terence Conran and the writer-commentator Stephen Bayley -- comes this attractive, encyclopedic reference on modern design from the Industrial Revolution to now. Best feature: A stage-setting series of essays penned by Conran and Baylet probing the evolution of design since the 19th century. (Jennifer David House and Home)Refreshingly, the authors do not hesitate to reveal likes and dislikes.... This is a solid purchase, especially for its reasonable price and international scope. Summing Up: Recommended. Undergraduates, practitioners, and general readers. (R. T. Clement, Northwestern University Choice 2008-04-01)About the Author Stephen Bayley is a regular contributor to art and design magazines. He lectures worldwide, is frequently interviewed and quoted by the media, and judges international design competitions. Sir Terence Conran is one of the world's leading designers, furniture makers and retailers. His architecture and design practice is responsible for prestigious projects around the world. His books, including the ground-breaking The House Book, have sold more than 20 million copies worldwide.