

## A History Of Industrial Design

Surveys the vast diversity of pop culture products that flooded the consumer markets during the decade from 1954 to 1964 and occasioned the formation of a mass suburbia. Reprint. The copyright/design interface for a wider, non-specialist audience, taking as a starting point the notion of industrial design derived from design studies, on the border between art and science. This book examines the history of creative applications of photovoltaic (PV) solar power, including sound art, wearable technology, public art, industrial design, digital media, building integrated design, and many others. The growth in artists and designers incorporating solar power into their work reflects broader social, economic, and political events. As the cost of PV cells has come down, they have become more accessible and have found their way into a growing range of design applications and artistic practices. As climate change continues to transform our environment and becomes a greater public concern, the importance of integrating sustainable energy technologies into our culture grows as well. The book will be of interest to scholars working in art history, design history, design studies, environmental studies, environmental humanities, and sustainable energy design.

An unprecedented, essential field guide to more than a century of fascinating product and industrial design From legendary classics to anonymous objects that are indispensable in homes and offices, this one-of-a-kind collection of original patent documents celebrates the creative genius of designers, inventors, creators, innovators, and dreamers the world over. The range is phenomenal: patents by Eero Saarinen, Charles Eames, Isamu Noguchi, Ettore Sottsass, Raymond Loewy, and George Nelson sit alongside everyday designs for tape dispensers, pencil sharpeners, food processors, desk fans, and drink bottles to create an valuable reference that's also an irresistible browse.

"In the first part of this book Edward Lucie-Smith traces the history of design from its precursors in the ancient and medieval world to the Werkbund and Bauhaus, at which point industrial design can be said to have become aware of itself. The second part is a sequence of case histories which examine the evolution of design in such fields as transportation, furniture, kitchenware, communication, office equipment and packaging. The author highlights the changing role of the designer and the way in which designs have satisfied or failed to satisfy the various needs of consumer, producer, advertiser, or society."--Jacket.

For students of design, professional product designers, and anyone interested in design equally indispensable: the fully revised and updated edition of the reference work on product design. The book traces the history of product design and its current developments, and presents the most important principles of design theory and methodology, looking in particular at the communicative function of products and highlighting aspects such as corporate and service design, design management, strategic design, interface/interaction design and human design.. From the content: Design and history: The Bauhaus; The Ulm School of Design; The Example of Braun; The Art of Design Design and Globalization Design and Methodology: Epistemological Methods in Design Design and Theory: Aspects of the Disciplinary Design Theory Design and its Context: From Corporate Design to Service Design Product Language and Product Semiotics Architecture and Design Design and Society Design and Technological Progress

Sustainable Industrial Design and Waste 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 industry. The development of science and technology has increased human capacity to extract resources from nature and it is only recently that industries are being held accountable for the detrimental effects the waste they produce has on the environment. Increased governmental research, regulation and corporate accountability are digging up issues pertaining to pollution control and waste treatment and environmental protection. The traditional approach for clinical waste, agricultural waste, industrial waste, and municipal waste are depleting our 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 cradle – to - cradle concepts, using Industrial Ecology methodology documented with case studies. Sustainable development and environmental protection cannot be achieved without establishing the concept of industrial ecology. The main tools necessary for establishing Industrial Ecology and sustainable development will be covered in the book. The concept of “industrial ecology will help the industrial system to be managed and operated more or less like a natural ecosystem hence causing as less damage as possible to the surrounding environment. Numerous case studies allow the reader to adapt concepts according to personal interest/field Reveals innovative technologies for the conservation of natural resources The only book which provides an integrated approach for sustainable development including tools, methodology, and indicators for sustainable development

A surprising, sweeping, and deeply researched history of empathy—from late-nineteenth-century German aesthetics to mirror neurons† Empathy: A History tells the fascinating and largely unknown story of the first appearance of “empathy” in 1908 and tracks its shifting meanings over the following century. Despite empathy’s ubiquity today, few realize that it began as a translation of Einfühlung or “in-feeling” in German psychological aesthetics that described how spectators projected their own feelings and movements into objects of art and nature.

Remarkably, this early conception of empathy transformed into its opposite over the ensuing decades. Social scientists and clinical psychologists refashioned empathy to require the deliberate putting aside of one’s feelings to more accurately understand another’s. By the end of World War II, interpersonal empathy entered the mainstream, appearing in advice columns, popular radio and TV, and later in public forums on civil rights. Even as neuroscientists continue to map the brain correlates of empathy, its many dimensions still elude strict scientific description. This meticulously researched book uncovers empathy’s historical layers, offering a rich portrait of the tension between the reach of one’s own imagination and the realities of others’ experiences.

The Viewmaster. The portable hair dryer. The riding lawn mower. The see-through measuring cup. The first garbage can that didn't 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 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 Life's Design (Ibis 2006, 125 pp) 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 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 and workplace during the era following World War II through the mid-1980s.

A Short Course in Industrial Design covers a systematic approach and an organized system by which it is possible to go through the form design stages of a project. The book describes the step-by-step creation of a new product; the structure and form variation methods used in form design; and the appearance of a new product. It also tackles the form factors (i.e. design, production, sales and distribution, and destruction factors and factors concerning the product in use); the interdependence of the basic properties; and the evaluation of form design suggestions. A case history on the design of an apparatus for chromosome analysis is also presented. The case history shows the utilization of essential steps in creating a new product, especially the use of the structure and form variation methods. Design engineers and industrial engineers will find this book invaluable.

A history of design that is often overlooked—until we need it Have you ever hit the big blue button to activate automatic doors? Have you ever used an ergonomic kitchen tool? Have you ever used curb cuts to roll a stroller across an intersection? If you have, then you've benefited from accessible design—design for people with physical, sensory, and cognitive disabilities. These ubiquitous touchstones of modern life were once anything but. Disability advocates fought tirelessly to ensure that the needs of people with disabilities became a standard part of public design thinking. That fight took many forms worldwide, but in the United States it became a civil rights issue; activists used design to make an argument about the place of people with disabilities in public life. In the aftermath of World War II, with injured veterans returning home and the polio epidemic reaching the Oval Office, the needs of people with disabilities came forcibly into the public eye as they never had before. The US became the first country to enact federal accessibility laws, beginning with the Architectural Barriers Act in 1968 and continuing through the landmark Americans with Disabilities Act in 1990, bringing about a wholesale rethinking of our built environment. This progression wasn't straightforward or easy. Early legislation and design efforts were often haphazard or poorly implemented, with decidedly mixed results. Political resistance to accommodating the needs of people with disabilities was strong; so, too, was resistance among architectural and industrial designers, for whom accessible design wasn't "real" design. Bess Williamson provides an extraordinary look at everyday design, marrying accessibility with aesthetic, to provide an insight into a world in which we are all active participants, but often passive onlookers. Richly detailed, with stories of politics and innovation, Williamson's *Accessible America* takes us through this important history, showing how American ideas of individualism and rights came to shape the material world, often with unexpected consequences.

With the coming flood of connected products, many UX and interaction designers are looking into hardware design, a discipline largely unfamiliar to them. If you're among those who want to blend digital and physical design concepts successfully, this practical book helps you explore seven long-standing principles of industrial design. Two present and former design directors at IDEO, the international design and innovation firm, use real-world examples to describe industrial designs that are sensorial, simple, enduring, playful, thoughtful, sustainable, and beautiful. You'll learn how to approach, frame, and evaluate your designs as they extend beyond the screen and into the physical world. Sensorial: create experiences that fully engage our human senses Simple: design simple products that provide overall clarity in relation to their purpose Enduring: build products that wear well and live on as classics Playful: use playful design to go beyond functionality and create emotional connections Thoughtful: observe people's struggles and anticipate their needs Sustainable: design products that reduce environmental impact Beautiful: elevate the experience of everyday products through beauty

An encyclopaedic guide to production techniques and materials for product and 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 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 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 innovative production techniques and materials that are having an impact on the design industry worldwide. Organized into four easily referenced parts—Forming, Cutting, Joining, and Finishing—over seventy manufacturing processes are explained in depth with full technical descriptions; analyses of the typical applications, design 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 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 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 designers, 3D designers, engineers, and architects who need a convenient, highly accessible, and practical reference.

Imagine if we all walked around with a ball-shaped smartphone in our pockets. Would that be comfortable or convenient? Probably not! In *Industrial Design: Why Aren't Smartphones Round and Other Mysteries with Science Activities for Kids*, readers ages 9-12 discover the world of the engineering design process and the many steps it takes for a product to fit perfectly to its use while still looking good. 25 Hands-on STEAM activities let kids discover the engineering design steps for themselves!

This book is a revised and updated edition of a major work first published in 2001 under the auspices of the Intellectual Property Committee of the International Bar Association. As a comparative cross-jurisdictional analysis of the practice, theory, scope, and types of design protection, it will continue to be of immeasurable value to lawyers and others involved in industrial design. Industrial designs are particularly interesting because the laws in many countries attempt in different ways to find a balance between protection for the artistic creation and the freedom to use the purely functional, and between the proprietary rights of the creator and the public domain rights of the competitor. The third edition is comprised of twenty-five country reports, each written by one or more prominent intellectual property lawyer(s) in the country covered. To facilitate cross-jurisdictional comparison, each report is structured according to the following sequence of topics: new developments in each jurisdiction; conventions and legislation; definition of what constitutes a protectable design; originality /novelty; duration of protection; infringement; defences to infringement; procedures for filing application for registration; and expunging, cancelling, or varying registration. Prominent new developments covered in the third edition include new chapters from South Korea, Russia and Turkey as well as continuing coverage of the impact of the European Community Design Directive, the adoption of the Hague Agreement with corresponding major changes to US and Canadian design law and practice, the newly revised Japanese Design Law, and China's revised Guidelines for Examination. Each jurisdiction's currently applicable legislation, regulation, and case law is summarized and analysed.

## Where To Download A History Of Industrial Design

From consumer products and packaging to transportation and equipment, this comprehensive work traces the evolution of industrial design from the Industrial Revolution to the present day. Classic, indispensable introduction to industrial design in the last century.

History from Things explores the many ways objects—defined broadly to range from Chippendale tables and Italian Renaissance pottery to seventeenth-century parks and a New England cemetery—can reconstruct and help reinterpret the past. Eighteen essays describe how to “read” artifacts, how to “listen to” landscapes and locations, and how to apply methods and theories to historical inquiry that have previously belonged solely to archaeologists, anthropologists, art historians, and conservation scientists. Spanning vast time periods, geographical locations, and academic disciplines, History from Things leaps the boundaries between fields that use material evidence to understand the past. The book expands and redirects the study of material culture—an emerging field now building a common base of theory and a shared intellectual agenda.

Service design has established itself as a practice that enables industries to design and deliver their services with a human-centred approach. It creates a contextual and cultural understanding that offers opportunities for new service solutions, improving the user experience and customer satisfaction. With contributions from leading names in the field of service design from both academia and international, professional practice, An Introduction to Industrial Service Design is engaging yet practical and accessible. Case studies from leading companies such as ABB, Autodesk, Kone and Volkswagen enable readers to connect academic research with practical company applications, helping them to understand the basic processes and essential concepts. This book illustrates the role of the service designer in an industrial company, and highlights not only the value of customer experience, but also the value of employee experience in creating competitive services and value propositions. This human-centred approach brings about new innovations. This book will be of benefit to engineers, designers, businesses and communication experts working in industry, as well as to students who are interested in service development.

What should a 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 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 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 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 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. 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-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 designer whose early artistic work in books like Phobia and Contempo critiqued the commercialization of modern life but whose later design work sought to accommodate it. Replete with rich behind-the-product stories 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 media company and provides a fascinating glimpse into its early corporate culture. In our current era of watching TV on an iPod or a smartphone, Shapiro stimulates broad discussions of the meaning of technological design for mass media in daily life.

"Paul Betts first came to my attention through his pioneering article on the post-1945 Bauhaus myth as a joint German-American venture. This book is a landmark study of cultural continuities and ruptures, institutional realignments, and individual careers that introduces a breath of fresh air into a field of research long staled by received ideas. It demonstrates the rewards of approaching the years from 1933 to 1945 as a revealing window onto the subsequent history of West Germany."—Wolfgang Schivelbusch "The Authority of Everyday Objects is a small gem of the new cultural history. This is a work of striking originality and insight that fits the development of industrial design in postwar Germany into the country's broader social, cultural and political history, constructing an analytical narrative that carries from the Third Reich into the Cold War. It illuminates not merely cultural transformation but the wider social history of twentieth-century Germany."—Stanley G. Payne, author of A History of Fascism, 1914-1945 "The Authority of Everyday Objects is a refreshing, innovative, and convincing approach to post-World War II Western consumer society. Design—as a weapon in Cold War competition and as a vehicle for German redemption by revitalizing Bauhaus traditions—is thoroughly researched and wonderfully presented in Paul Betts' book. This well-illustrated work convinces the reader that design was a part of *gluecklich Leben* ("lucky life") and *schoen wohnen* ("beautiful living"), and a factor in the politicization of material culture."—Ivan T. Berend, author of Decades of Crisis: Central and Eastern Europe before World War II and History Derailed: Central and Eastern Europe in the Long Nineteenth Century

The first book on one of the leading collections of modern industrial design. A must-have for lovers of modernism, this is an accessible but authoritative introduction to the field. From the second industrial revolution to the start of the digital revolution, industrial design has played a major role in shaping society and the everyday objects used for living, working, and traveling. As factories transitioned from manufacturing machines for war to mass-produced goods, industrial design evolved to meet the needs of a quickly growing consumer economy. 100 Designs for a Modern World is a curated overview of the most influential pieces of modern industrial design from 1900 to the present day. George R. Kravis II has collected some of the most innovative and memorable products—including, for example, the Silver Streak glass iron—that contributed to this radical transformation of global culture. This book presents one hundred exceptionally designed objects: chairs, radios, irons, electric clocks, ceramic tableware, textiles, posters, and other graphic designs. The chronological organization generates a history of industrial design since the turn of the twentieth century. With an introduction by design historian Penny Sparke, this book is an authoritative reference on industrial design in the twentieth and early-twenty-first centuries. Meticulously selected and beautifully photographed, this elegant book is both an informative guide and a source of inspiration for collectors and enthusiasts of modern industrial design.

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

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.

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

An abundantly illustrated overview of modern design across continents and cultures, highlighting key movements and design traditions.

"Industrial design is a fundamental component of the traditional consumer experience. This book traces the history of industrial design over three centuries, beginning with the eighteenth-century industrial revolution. It identifies the major figures, organizations, styles and evolutionary events of the profession"--

As the Great Depression started in 1929, several dozen creative individuals from a variety of artistic fields, 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 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 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 about those industrial designers and how they founded, developed, educated and organized today's profession of more than 50,000 practitioners.

If there is a designer whose name is synonymous with industrial design it is Raymond Loewy (1893-1986). Among the literally thousands of his well-known forms, shapes and designs are the Coca-Cola bottle, the Studebaker, the U.S. Post Office logo, streamlines trains and ocean liners, the Shell and Exxon logos, NASA's Skylab, and the interior of the Concorde. The only designer ever awarded a Time magazine cover story, Loewy designed for everyone - from the housewife for whom he created the bestselling look of the 1935 Coldspot refrigerator to President Kennedy for whom he redesigned Air Force One. In Industrial Design the pioneering half-century of Loewy's career is offered in a stunning visual presentation of his most famous design achievements together with his personal account of a life in design.

Understanding Industrial Design Principles for UX and Interaction Design"O'Reilly Media, Inc."

Originally published under the title: Process, materials, and measurements, in 2006.

How does industrial design operate outside of capitalist consumer culture? Designing for Socialist Need assembles a detailed picture of industrial design practice in the socialist German Democratic Republic (GDR). Drawing on much previously unexplored material from a wide variety of sources, it not only maps out some of the ideological, institutional and economic contexts within which GDR design functioned, it also critically reconstructs the designers' aims and perspectives in order to argue that they shared a profoundly socially responsible approach to design. By focusing on their ideas and approaches, this volume attends to the previously unacknowledged intellectual and practical richness of GDR design culture and demonstrates that it can provide pertinent insights not only for scholars of GDR history or German design, but also for contemporary design practitioners, theorists and educators with an interest in sustainability in design.

The first publication documenting the work of Brooks Stevens, one of America's most influential twentieth-century designers. Industrial Strength Design: How Brooks Stevens Shaped Your World is a long overdue introduction to the work of visionary 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 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 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 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 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 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 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 interpretive essays. Also included are a description of the Brooks Stevens Archive and several key writings by Brooks Stevens.

This groundbreaking anthology is the first to focus exclusively on the history of industrial design. With essays written by some of the greatest designers, visionaries, policy makers, theorists, critics and historians of the past two centuries, this book traces the history of industrial design, industrialization, and mass production in the United States and throughout the world.

An ambitious new survey of industrial design from 1900 to the present day in the United States, Europe, and around the world, as told through selected objects from the George R. Kravis II Collection.

Destined to become a new classic in the design genre, this major work summarizes an enormous topic—the creation of everyday objects for mass production and consumption from 1900 to the present—and shows how these products have become both symbols of the modern age and harbingers of our future. It covers the work of the heroes of modern and post-modern design, from the early pioneers—Dreyfuss, Bel Geddes, and Eames—to the leaders in the field today, including Starck, Newson, and Ive. More than 200 objects from the Kravis Design Center's collection are highlighted as important exemplars of industrial design. A wide range of media is represented, including furniture, metalwork, ceramics, and plastics. New research by contributing scholars has uncovered illuminating details about each object that help tell a more complete story of design in the past 100 years. Among the more than 400 photographs, which include a wealth of historical images and ephemera, are those of the objects taken especially for this book and seen as never before, in vibrant color and precise detail. This concise new history introduces a whole new audience to the topic in a style that is at once educational and accessible.

A comprehensive history of design materials, from the origins of mass production during the Industrial Revolution to the contemporary world's applications of wood, metals, and synthetics, covers major design trends while making predictions about the potential of new technologies.

## Where To Download A History Of Industrial Design

In 1939, Vogue magazine invited commercial designer Raymond Loewy and eight of his contemporaries—including Walter Dorwin Teague, Egmont Arens, and Henry Dreyfuss—to design a dress for the "Woman of the Future" as part of its special issue promoting the New York World's Fair and its theme, "The World of Tomorrow." While focusing primarily on her clothing and accessories, many commented as well on the future woman's physique, predicting that her body and mind would be perfected through the implementation of eugenics. Industrial designers' fascination with eugenics—especially that of Norman Bel Geddes—began during the previous decade, and its principles permeated their theories of the modern design style known as "streamlining." In *Eugenic Design*, Christina Cogdell charts new territory in the history of industrial design, popular science, and American culture in the 1930s by uncovering the links between streamline design and eugenics, the pseudoscientific belief that the best human traits could—and should—be cultivated through selective breeding. Streamline designers approached products the same way eugenicists approached bodies. Both considered themselves to be reformers advancing evolutionary progress through increased efficiency, hygiene and the creation of a utopian "ideal type." Cogdell reconsiders the popular streamline style in U.S. industrial design and proposes that in theory, rhetoric, and context the style served as a material embodiment of eugenic ideology. With careful analysis and abundant illustrations, *Eugenic Design* is an ambitious reinterpretation of one of America's most significant and popular design forms, ultimately grappling with the question of how ideology influences design.

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