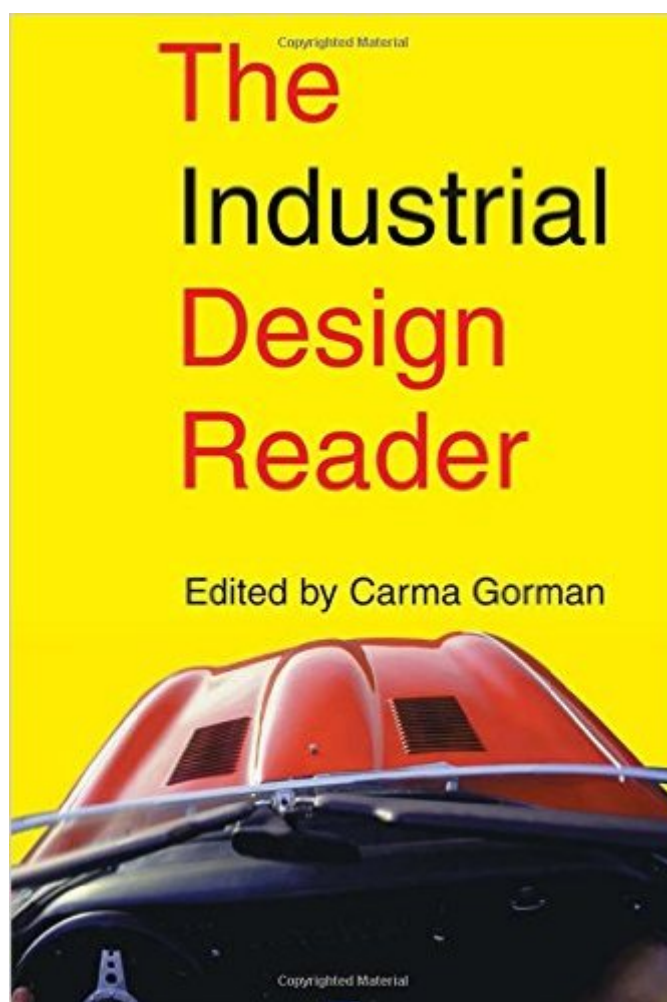


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# The Industrial Design Reader



## Synopsis

With input from a diverse range of industry experts/designers, theorists, critics, historians, and curators, this anthology is the first to focus exclusively on the history of industrial design. This pioneering guide traces the entire history of industrial design, industrialization, and mass production from 1850 until today. Sixty comprehensive essays written by designers, theorists, advertisers, historians, and curators detail the most crucial movements, issues, and accomplishments of industrial design. They combine news reports on the very first design workshops, aesthetic manifestos, lectures, and more from the biggest names in the field: William Morris, Henry Dreyfuss, and Victor Papanek, to name only a few. The Industrial Design Reader is an excellent resource for educators, students, and practicing designers. Features design from not only theoretical and aesthetic perspectives, but also from a socio-political point of view, with texts from Karl Marx, Ralph Nader, and others. Copublished with the Design Management Institute, which will actively promote the book to its membership. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

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## Customer Reviews

I purchased this book for a design class and I was actually very surprised at how much I enjoyed it. We were assigned to read a few of the excerpts for each class and I really came to understand more about how design and the values of life have changed over time. Really interesting read.

This book surprised me. Not only does it give you a glimpse at what designers have debated since the dawn of time, it also gives a very interesting view of how politics, design and manufacturing are so closely tied and how views have evolved over time. I love this book.

There's nothing better than reading the canonical writings of some of the most brilliant minds in design. Gorman has successfully curated a collection which is both informative and relevant; all this despite the age of some of the writings.

This book was unavailable at the college bookstore and the library...it was a life saver! Easy to find and buy, and like the kindle, all unfamiliar vocabulary can be looked up easily, as you go along.

It was a cheap alternative to buying the actual book and it is easy to read on the Kindle app on my Mac and my Asus Tablet. I could also read this on both of my computers with all the highlights and what not. It is simply wonderful.

Tons of great writings in here! I enjoy reading them immensely. Recommend this book to anyone interested in the field of industrial design

Not that broad compilation, but fun to read and the provided sources are well chosen. Unfortunately, interesting part ends with Memphis.

It's an interesting read, it has different excerpts from other journals and books. Ordered for class and using this semester.

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