



## Design: A Very Short Introduction (Paperback)

By Chair Professor in the School of Design John Heskett

Oxford University Press, United Kingdom, 2005. Paperback. Book Condition: New. 168 x 109 mm. Language: English . Brand New Book. John Heskett wants to transform the way we think about design by showing how integral it is to our daily lives, from the spoon we use to eat our breakfast cereal, and the car we drive to work in, to the medical equipment used to save lives. Design combines need and desire in the form of a practical object that can also reflect the user's identity and aspirations through its form and decoration. This concise guide to contemporary design goes beyond style and taste to look at how different cultures and individuals personalize objects. Heskett also reveals how simple objects, such as a toothpick, can have their design modified to suit the specific cultural behaviour in different countries. There are also fascinating insights into how major companies such as Nokia, Ford, and Sony approach design. Finally, the author gives us an exciting vision of what design can offer us in the future, showing in particular how it can humanize new technology. **ABOUT THE SERIES:** The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost...

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