



The Industrial Design Reader

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The Industrial Design Reader

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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

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