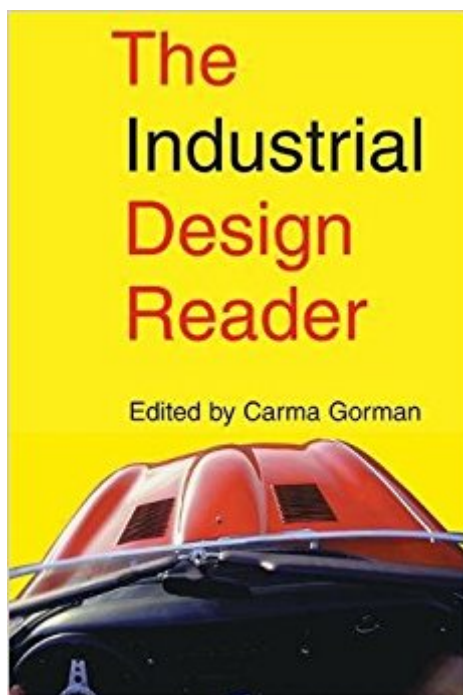


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# The Industrial Design Reader



## 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.

## Book Information

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## Customer Reviews

A Time Machine for Industrial Design Carma R. Gorman Brings Back to Life Familiar Voices in New Anthology on Industrial Design History Remember Richard Nixon's address to the nation during the energy crisis of 1973? Industrial design history is chock-full of speeches and statements that couldn't feel timelier in light of today's issues. Yet to get to these sources, readers often have to shuffle through dimly lit library floors or dusty newspaper archives. THE INDUSTRIAL DESIGN READER, a new book edited by Carma R. Gorman, promises relief to designers and historians who want to connect with their field's rich past. Gorman has assembled sixty primary-source essays from 150 years of industrial design history; providing access to some of the most memorable and hard-to-find documents of this fascinating field. THE INDUSTRIAL DESIGN READER is co-published by Allworth Press and the Design Management Institute. While many objects of industrial design have become icons, until now, a systematic attempt has never been made to feature the speeches, articles, and comments that have fueled (and often critiqued) these creations. THE INDUSTRIAL DESIGN READER is the first anthology to focus exclusively on the last 150 years of industrial design history, including the infrequently covered time period from World War II to the present. The selections not only include writings by designers, but also essays by the politicians, home economists, advertisers, social critics, manufacturers, and artists who influenced their work. Selections also include hard-to-find documents such as Henry Cole's "On the International Results of the Exhibition of 1851," The Program of the Ulm Hochschule für Gestaltung, and Marcy Babbitt's 1935 interview with designer Belle Kogan. Many of the essays in the book deal with timely issues such as environmentalism, gender, race, and global design, including: \* Victor Papanek's "Design for the Real World" \* R. Buckminster Fuller's "Operating Manual for Spaceship Earth" \* David H. Rice's "What Color is Design?" \* Kenichi Ohmae's "Global Products"

"Design is one of the most powerful fields of study of our time. This anthology not only makes it immediately accessible to a vast audience, but also displays it in all its glory and humanity. It gives design an even better name."&#x97;Paola Antonelli, Curator of Design, Museum of Modern Art  
"Professor Gorman has assembled a valuable anthology that brings to life the history of industrial design. It will be an essential text in design history courses and an important supplementary text for studio courses in industrial design. She has helped to give coherence to the unfolding story of

industrial design in modern culture." &#x97;Richard Buchanan, Ph.D., Professor of Design,  
Carnegie Mellon University

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.

some very interesting readings, I needed it for school, but it really has some interesting things in it.

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.

Everything ok, excellent quality, arrive on time and a good price!

Super insightful!!!!

Great book. Used it for two of my classes. Short reads.

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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