

# ARTFUL DESIGN

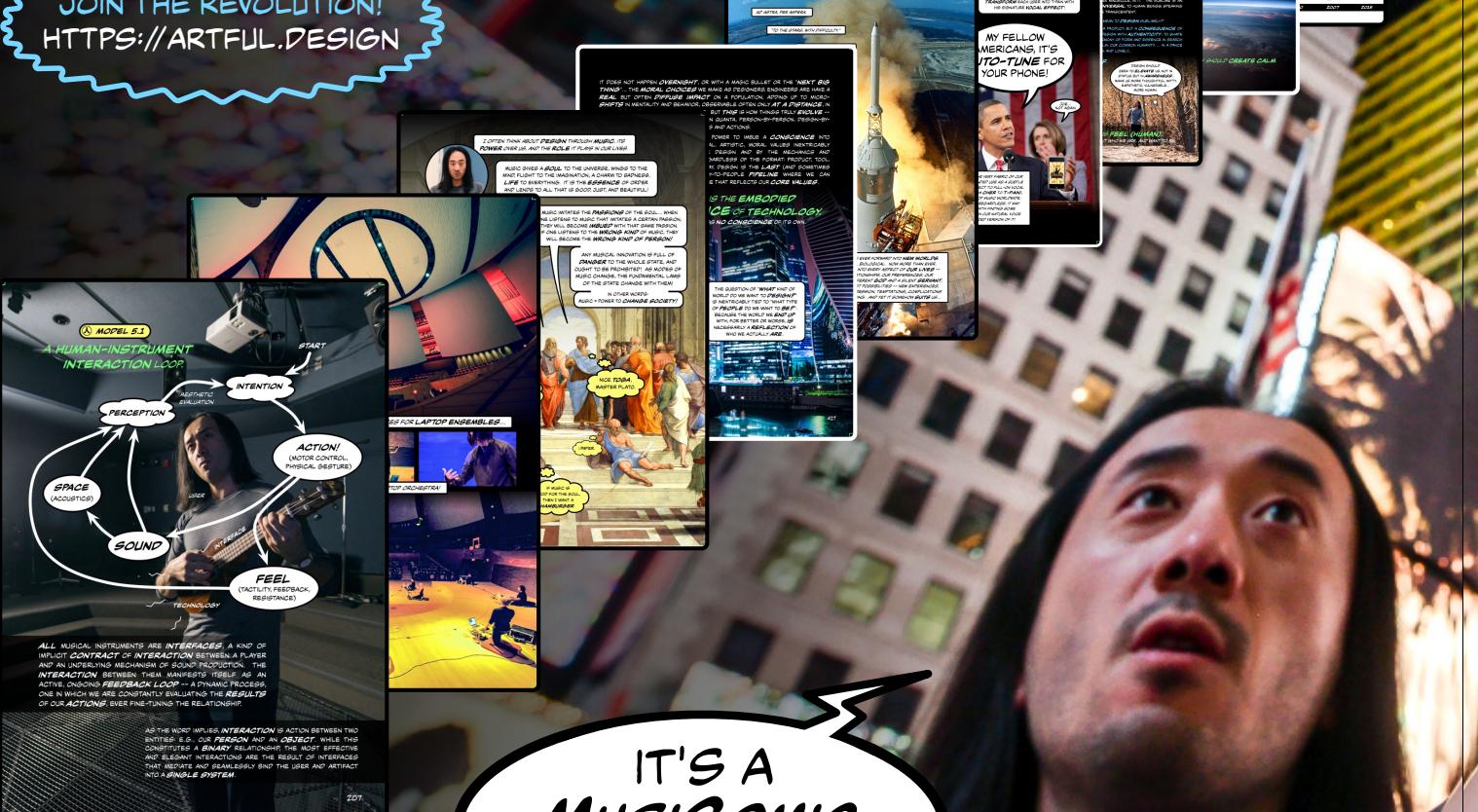
Technology in Search of the Sublime

GE WANG

WHAT WE MAKE, MAKES US. ARTFUL DESIGN IS A PHOTOREALISTIC COMIC BOOK ABOUT DESIGN -- ITS NATURE, MEANING, PURPOSE IN HUMAN LIFE, AND HOW IT AFFECTS ALL OF US. A CALL FOR ACTION AND SOCIAL CONSCIENCE IN A WORLD DISRUPTED BY TECHNOLOGICAL CHANGE, THIS BOOK ARTICULATES A FUNDAMENTAL PRINCIPLE FOR DESIGN: THAT WE SHOULD DESIGN NOT JUST FROM PRACTICAL NEEDS BUT FROM THE VALUES THAT UNDERLIE THOSE NEEDS. THIS IS A DESIGN MANIFESTO FOR THE 21ST CENTURY.

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IT'S A  
MUSICOMIC  
MANIFESTO!



ARTFUL DESIGN TAKES READERS ON A JOURNEY THROUGH THE AESTHETIC DIMENSIONS OF TECHNOLOGY. USING MUSIC AS A UNIVERSAL PHENOMENON THAT HAS EVOLVED ALONGSIDE TECHNOLOGY, THIS BOOK BREAKS DOWN CONCRETE CASE STUDIES IN COMPUTER-MEDIATED TOYS, TOOLS, GAMES, AND INSTRUMENTS (INCLUDING THE BEST-SELLING APP OCARINA). EVERY CHAPTER ELABORATES A SET OF GENERAL DESIGN PRINCIPLES AND STRATEGIES THAT ILLUMINATE THE ESSENTIAL RELATIONSHIP BETWEEN AESTHETICS AND ENGINEERING, ART AND DESIGN.



GE WANG IMPLORER US TO BOTH EMBRACE AND CONFRONT TECHNOLOGY, NOT PURELY AS A MEANS TO AN END, BUT IN ITS POTENTIAL TO ENRICH LIFE. TECHNOLOGY IS NEVER A NEUTRAL AGENT, BUT THROUGH WHAT WE DO WITH IT--THROUGH WHAT WE DESIGN WITH IT--IT PROVIDES A MIRROR TO OUR HUMAN ENDEAVORS AND VALUES. ARTFUL DESIGN DELIVERS AN AESTHETIC MANIFESTO OF TECHNOLOGY, ACCESSIBLE YET UNCOMPROMISING.



GE WANG is a Stanford University professor of Music and Computer Science. He is a designer of instruments, toys, and games, the inventor of the Chuck programming language, and the director of the Stanford Laptop Orchestra. Ge is a 2016 Guggenheim Fellow, the co-founder of Smule (a Silicon Valley startup that explores music-making via mobile devices), and the designer of Ocarina, a Hall of Fame App.

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