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OH HEY THERE!



MY NAME IS RYAN, I'M THE PUBLICIST AT STANFORD UNIVERSITY PRESS.

I WANT TO TELL YOU ABOUT A NEW BOOK WE'RE PUBLISHING THIS FALL, **ARTFUL DESIGN: TECHNOLOGY IN SEARCH OF THE SUBLIME**, BY GE WANG.

ARTFUL DESIGN

TECHNOLOGY IN SEARCH OF THE **SUBLIME**

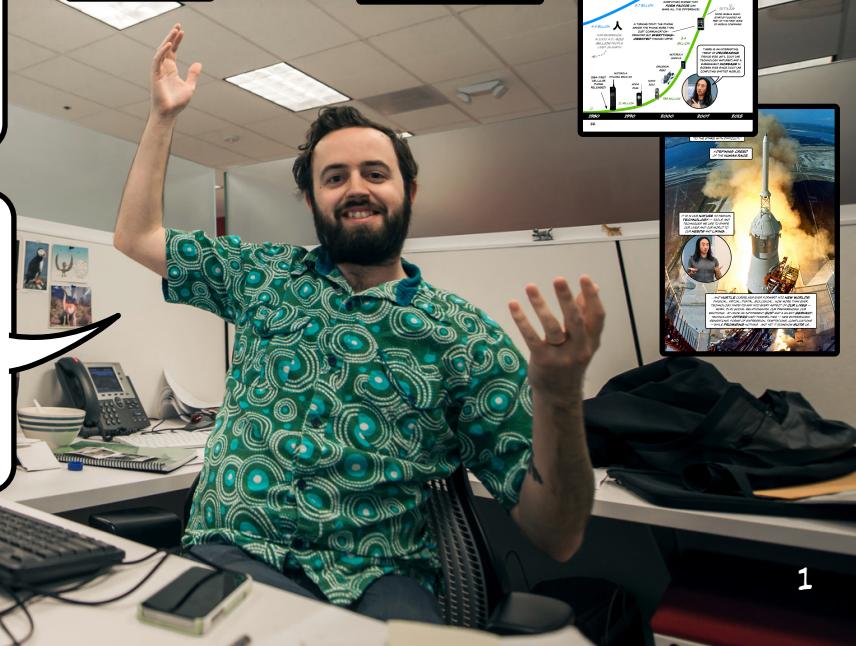
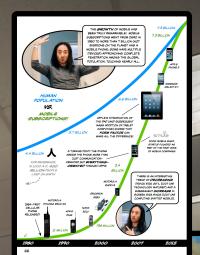
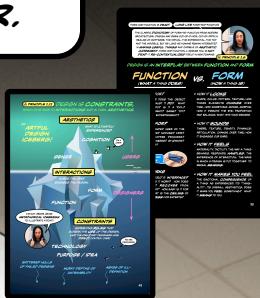


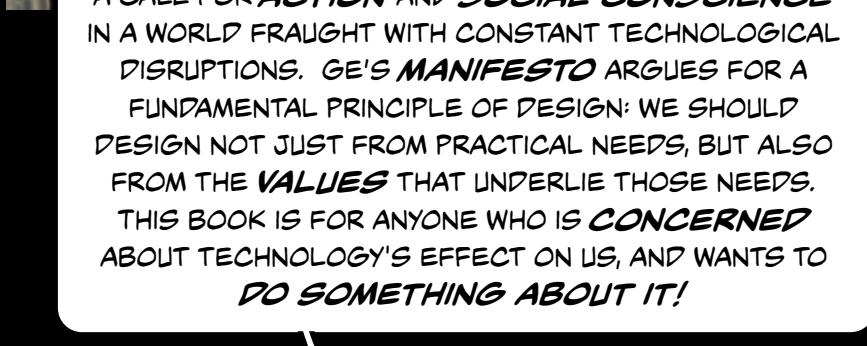
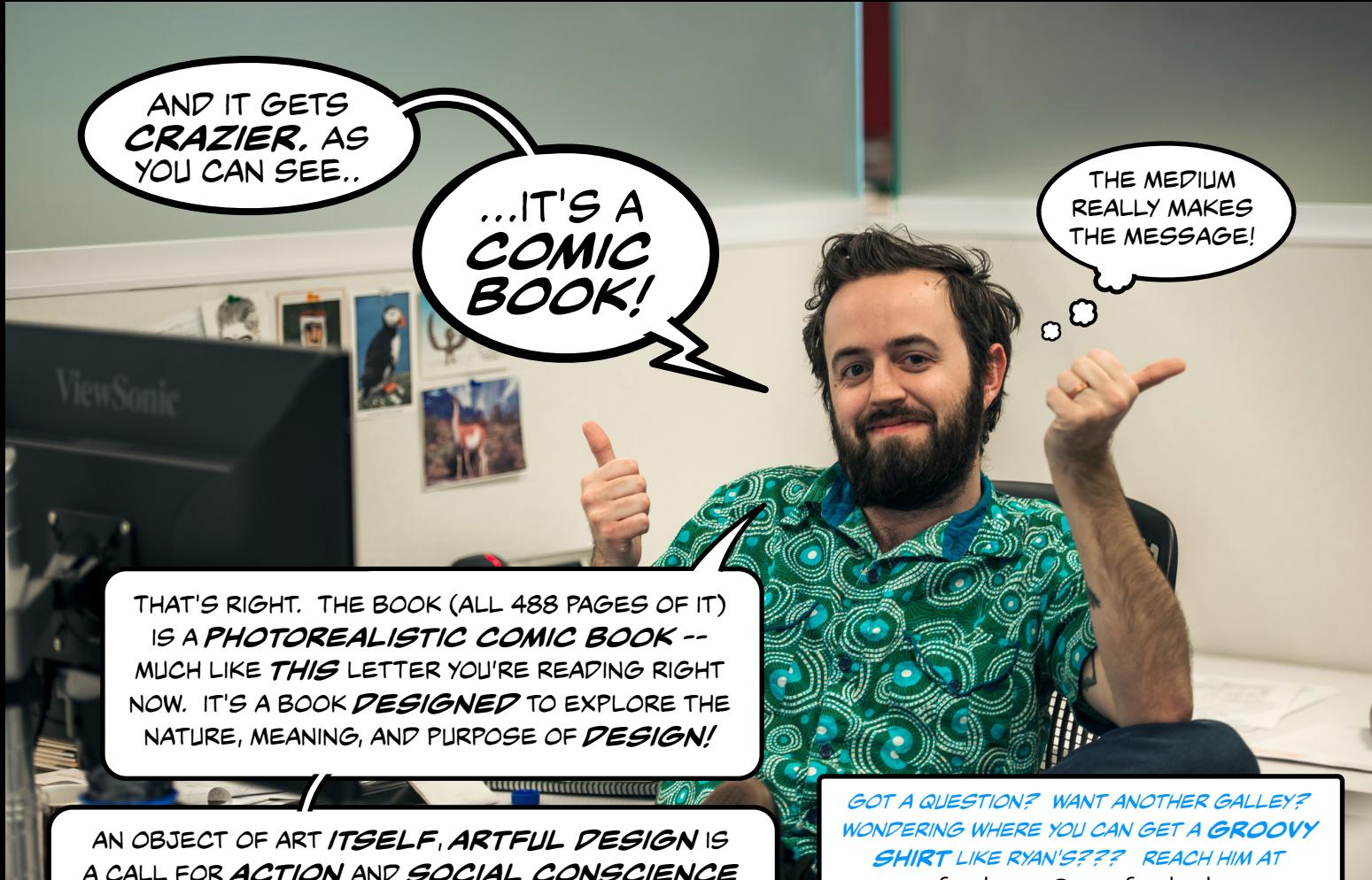
GE WANG

WHAT IS IT ABOUT, YOU ASK? WELL, FOR ONE IT HAS TO DO WITH **TECHNOLOGY**, AND THE IDEA THAT IT IS NOT, AND HAS NEVER BEEN, A **NEUTRAL** FORCE IN OUR LIVES. **EVERY** PIECE OF TECHNOLOGY WE USE HAS BEEN DESIGNED BY A HUMAN, AND THAT DESIGN IS A **REFLECTION** OF THE NATURE AND **VALUES** OF ITS DESIGNER.

GE WANG, A PROFESSOR OF MUSIC AND COMPUTER SCIENCE AT STANFORD UNIVERSITY, AND AN ENTREPRENEUR, HAS WRITTEN THE **DESIGN MANIFESTO** OF THE 21ST CENTURY, **ARTFUL DESIGN**, CALLING FOR FUNDAMENTALLY MORE THOUGHTFUL, ARTFUL, AND HUMANISTIC DESIGN PRINCIPLES.

WITH GE AS OUR GUIDE, WE GO ON A JOURNEY OF THE **AESTHETIC DIMENSIONS OF TECHNOLOGY**. EACH CHAPTER ELABORATES A SET OF DESIGN PRINCIPLES, ILLUMINATING THE DEEP RELATIONSHIPS BETWEEN **ART**, THE **HUMANITIES**, AND **ENGINEERING**.





GOT A QUESTION? WANT ANOTHER GALLEY?
WONDERING WHERE YOU CAN GET A GROOVY
SHIRT LIKE RYAN'S??? REACH HIM AT
furtkamp@stanford.edu

ARTFUL DESIGN

TECHNOLOGY IN SEARCH OF THE **SUBLIME**

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General Interest/Design/Technology/Art

ARTFUL DESIGN IS AN ACCESSIBLE
BUT UNCOMPROMISING MANIFESTO FOR
OUR TECHNOLOGY-MEDIATED FUTURE.