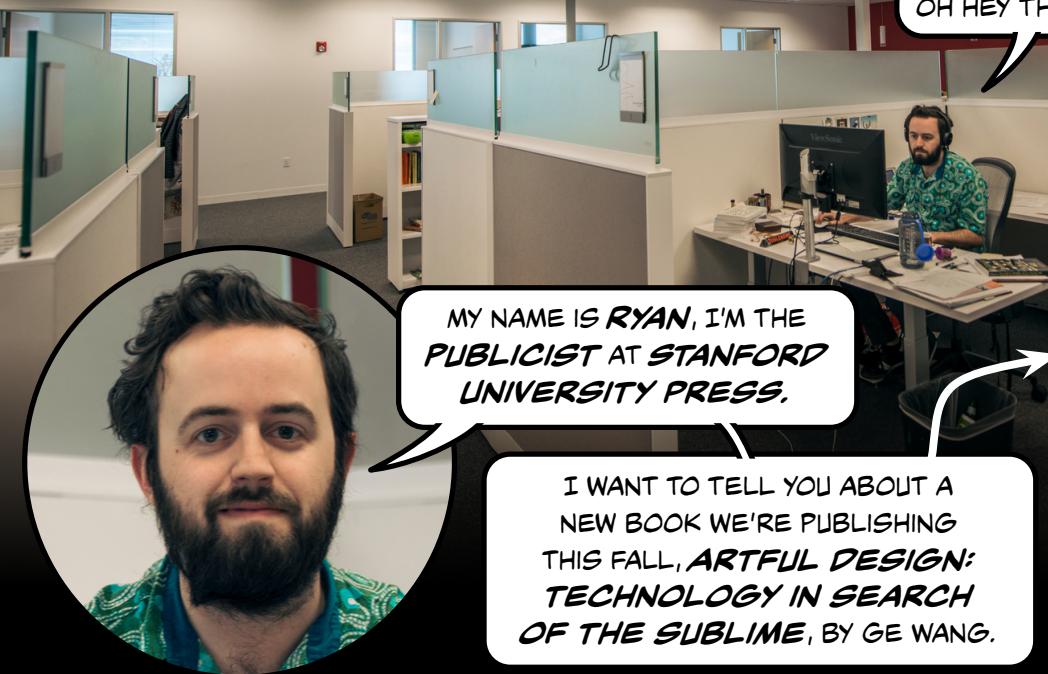


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WHAT IS IT ABOUT, YOU ASK? WELL, FOR ONE IT HAS TO DO WITH **TECHNOLOGY**, AND THE IDEA THAT IT IS **NOT**, AND HAS **NEVER** BEEN, A **NEUTRAL** FORCE IN OUR LIVES. **EVERY** PIECE OF TECHNOLOGY WE USE HAS BEEN DESIGNED BY A **HUMAN**, AND THAT DESIGN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



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

ARTFUL DESIGN

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