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What Makes Great Design

By Susie Hodge, Jessica Glaser, Carolyn Knight

Frances Lincoln Publishers Ltd. Paperback. Book Condition: new. BRAND NEW, What Makes Great Design, Susie Hodge, Jessica Glaser, Carolyn Knight, Why are some designs more successful and influential than others? WHAT MAKES GREAT DESIGN showcases eighty exceptional creations, from the Polaroid Land camera and the Sony Walkman to the Coca-Cola bottle and Converse All Stars. Featuring designers as diverse as Le Corbusier, Dieter Rams and Philippe Starck, this insightful book highlights the elements of each design that distinguish it from its peers. Whether it is the functionality of Walter Hunt's safety pin from 1849, the innovative use of materials in a Louis Vuitton trunk or the aesthetic appeal of a Rene Lalique vase, the book explains why these designs have stood the test of time. WHAT MAKES GREAT DESIGN will open your eyes to the defining qualities of the enduring product designs that have become an essential part of our everyday lives.



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