



DOWNLOAD



Electric Dreams: Designing for the Digital Age

By David Redhead

V A Publishing, United Kingdom, 2004. Paperback. Book Condition: New. 206 x 148 mm. Language: English . Brand New Book. Electric Dreams charts the seismic shifts that have transformed the monochrome product world of 1980s consumer electronics into a 21st-century landscape full of shape, colour and variety. It considers the economic and technological imperatives which brought design to the heart of electronic innovation and marketing culture. David Redhead focuses on key companies such as Apple, Nokia and Palm and examines how designers such as Jonathan Ive, Frank Nuovo and IDEO have given form to the innovative technologies that surround us. Based on interviews with designers and commentators and illustrated with a wealth of cutting-edge products, Electric Dreams is essential reading for anyone interested in contemporary design, technology and fashion.



READ ONLINE
[4.16 MB]

Reviews

This kind of pdf is every thing and made me seeking ahead plus more. It is probably the most amazing ebook i have study. I am quickly can get a enjoyment of reading a composed pdf.

-- **Florence Rutherford DDS**

Definitely among the best ebook I actually have possibly read through. It is really simplified but unexpected situations in the 50 % from the publication. You wont truly feel monotony at at any time of the time (that's what catalogues are for concerning in the event you ask me).

-- **Jerald Champlin II**