

Designing For People Henry Dreyfuss

In the mid-twentieth century, Henry Dreyfuss—widely considered the father of industrial design—pioneered a user-centered approach to design that focuses on studying people's behaviors and attitudes as a key first step in developing successful products. In the intervening years, user-centered design has expanded to undertake the needs of differently abled users and global populations as well as the design of complex systems and services. *Beautiful Users* explores the changing relationship between designers and users and considers a range of design methodologies and practices, from user research to hacking, open source, and the maker culture.

The founding father of modern industrial design reveals the secrets behind his revolutionary approach in this classic volume. From the first answering machine and the Hoover vacuum cleaner to the SS Independence and the Bell telephone, the creations of Henry S. Dreyfuss have shaped the cultural landscape of the 20th century. His uncompromising commitment to public service, ethics, and design responsibility have inspired generations of industrial designers. First published in 1955, *Designing for People* is an essential text on how to create the products and devices we use every day. Writing in an engaging, conversational style, Dreyfuss offers an enlightening mix of personal stories, professional advice, case studies, and design history, along with historical black-and-white photos and his own whimsical drawings.

Service Design is an eminently practical guide to designing services that work for people. It offers powerful insights, methods, and case studies to help you design, implement, and measure multichannel service experiences with greater impact for customers, businesses, and society.

Classic, indispensable introduction to industrial design in the last century.

Humanscale 1/2/3

How Great Designers Create Successful Products

Typography and Design in Science Fiction Movies

A Designer's Research Manual

Beautiful Users

Methods to Shape and Accelerate Innovation

Objects of Desire

The true story of Raymond Loewy, whose designs are still celebrated for their unerring ability to advance American consumer taste. Born in Paris in 1893 and trained as an engineer, Raymond Loewy revolutionized twentieth-century American industrial design. Combining salesmanship and media savvy, he created bright, smooth, and colorful logos for major corporations that included Greyhound, Exxon, and Nabisco. His designs for Studebaker automobiles, Sears Coldspot refrigerators, Lucky Strike cigarette packs, and Pennsylvania Railroad locomotives are iconic. Beyond his timeless designs, Loewy carefully built an international reputation through the assiduous courting of journalists and tastemakers to become the face of both a new profession and a consumer-driven vision of the American dream. In *Streamliner*, John Wall traces the evolution of an industry through the lens of Loewy's eclectic life, distinctive work, and invented persona. How, he asks, did Loewy build a business while transforming himself into a national brand a half century before "branding" became relevant? Placing Loewy in context with the emerging consumer culture of the latter half of the twentieth century, Wall explores how his approach to business complemented—or differed from—that of his well-known contemporaries, including industrial designers Henry Dreyfuss, Walter Teague, and Norman Bel Geddes. Wall also reveals how Loewy tailored his lifestyle to cement the image of "designer" in the public imagination and why the self-promotion that drove Loewy to the top of his profession began to work against him at the end of his career. *Streamliner* is an important and engaging work on one of the longest-lived careers in industrial design.

A guide to the next great wave of technology—an era of objects so programmable that they can be regarded as material instantiations of an immaterial system.

New York Centrals Mercury Richard J. Cook, Sr. It was a sensation in its time, a train that was a winged messenger of hope for a Depression consciousness. The Mercury, billed by the New York Central as a Train of Tomorrow, appeared on the scene in 1936, a completely new streamlined train for the Cleveland-Detroit passenger business. People flocked to the NYC tracks just to watch the train go by. The Mercurys have been called a turning point in railroad design. They were the first streamliners done as a unit, inside and out, custom-built, streamlined and air-conditioned. This is the story of America's most distinguished train. Sftbd., 8 1/2x11, 6 pgs., 131 b&w ill., 7 color.

How the tools of design research can involve designers more directly with objects, products and services they design; from human-centered research methods to formal experimentation, process models, and application to real world design problems. The tools of design research, writes Brenda Laurel, will allow designers "to claim and direct the power of their profession." Often neglected in the various curricula of design schools, the new models of design research described in this book help designers to investigate people, form, and process in ways that can make their work more potent and more delightful. "At the very least," Peter Lunenfeld writes in the preface, "design research saves us from reinventing the wheel. At its best, a lively research methodology can reinvigorate the passion that so often fades after designers join the profession." The goal of the book is to introduce designers to the many research tools that can be used to inform design as well as to ideas about how and when to deploy them effectively. The chapter authors come from diverse institutions and enterprises, including Stanford University, MIT, Intel, Maxis, Studio Anybody, Sweden's HUMlab, and Big Blue Dot. Each has something to say about how designers make themselves better at what they do through research, and illustrates it with real world examples—case studies, anecdotes, and images. Topics of this multi-voice conversation include qualitative and quantitative methods, performance ethnography and design improvisation, trend research, cultural diversity, formal and structural research practice, tactical discussions of design research process, and case studies drawn from areas as unique as computer games, museum information systems, and movies. Interspersed throughout the book are one-page "demos," snapshots of the design research experience. *Design Research* charts the paths from research methods to research findings to design principles to design results and demonstrates the transformation of theory into a richly satisfying and more reliably successful practice.

Communicating The New

The Classic of Industrial Design

Practical Empathy

IBM and the Transformation of Corporate Design, 1945–1976

The Train of Tomorrow

Typeset in the Future

Understanding Industrial Design

*In February 1956 the president of IBM, Thomas Watson Jr., hired the industrial designer and architect Eliot F. Noyes, charging him with reinventing IBM's corporate image, from stationery and curtains to products such as typewriters and computers and to laboratory and administration buildings. What followed—a story told in full for the first time in John Harwood's *The Interface*—remade IBM in a way that would also transform the relationships between design, computer science, and corporate culture. IBM's program assembled a cast of leading figures in American design: Noyes, Charles Eames, Paul Rand, George Nelson, and Edgar Kaufmann Jr. *The Interface* offers a detailed account of the key role these designers played in shaping both the computer and the multinational corporation. Harwood describes a surprising inverse effect: the influence of computer and corporation on the theory and practice of design. Here we see how, in the period stretching from the "invention" of the computer during World War II to the appearance of the personal computer in the mid-1970s, disciplines once well outside the realm of architectural design—information and management theory, cybernetics, ergonomics, computer science—became integral aspects of design. As the first critical history of the industrial design of the computer, of Eliot Noyes's career, and of some of the most important work of the Office of Charles and Ray Eames, *The Interface* supplies a crucial chapter in the story of architecture and design in postwar America—and an invaluable perspective on the computer and corporate cultures of today.*

*In 1939, Vogue magazine invited commercial designer Raymond Loewy and eight of his contemporaries—including Walter Dorwin Teague, Egmont Arens, and Henry Dreyfuss—to design a dress for the "Woman of the Future" as part of its special issue promoting the New York World's Fair and its theme, "The World of Tomorrow." While focusing primarily on her clothing and accessories, many commented as well on the future woman's physique, predicting that her body and mind would be perfected through the implementation of eugenics. Industrial designers' fascination with eugenics—especially that of Norman Bel Geddes—began during the previous decade, and its principles permeated their theories of the modern design style known as "streamlining." In *Eugenic Design*, Christina Cogdell charts new territory in the history of industrial design, popular science, and American culture in the 1930s by uncovering the links between streamline design and eugenics, the pseudoscientific belief that the best human traits could—and should—be cultivated through selective breeding. Streamline designers approached products the same way eugenicists approached bodies. Both considered themselves to be reformers advancing evolutionary progress through increased efficiency, hygiene and the creation of a utopian "ideal type." Cogdell reconsiders the popular streamline style in U.S. industrial design and proposes that in theory, rhetoric, and context the style served as a material embodiment of eugenic ideology. With careful analysis and abundant illustrations, *Eugenic Design* is an ambitious reinterpretation of one of America's most significant and popular design forms, ultimately grappling with the question of how ideology influences design.*

*Bad design is everywhere, and its cost is much higher than we think. In this thought-provoking book, authors Jonathan Shariat and Cynthia Savard Saucier explain how poorly designed products can anger, sadden, exclude, and even kill people who use them. The designers responsible certainly didn't intend harm, so what can you do to avoid making similar mistakes? *Tragic Design* examines real case studies that show how certain design choices adversely affected users, and includes in-depth interviews with authorities in the design industry. Pick up this book and learn how you can be an agent of change in the design community and at your company. You'll explore: Designs that can kill, including the bad interface that doomed a young cancer patient Designs that anger, through impolite technology and dark patterns How design can inadvertently cause emotional pain Designs that exclude people through lack of accessibility, diversity, and justice How to advocate for ethical design when it isn't easy to do so Tools and techniques that can help you avoid harmful design decisions Inspiring professionals who use design to improve our world Cognetics and the locus of attention - Meanings, modes, monotony, and myths - Quantification - Unification - Navigation and other aspects of humane interfaces - Interface issues outside the user interface.*

A Source Book of Design Reference Standards

1,000 Design Patents

Industrial Design In America 1925-1939

The Man Who Designed the Future

The Man in the Brown Suit

Portfolio of Information. [No 4] ; Human Strength and Safety ..., [No 9] ; Access for Maintenance, Stairs, Light, and Color

The Measure of Man and Woman

Learn how UX and design thinking can make your site stand out from the rest of the internet. About This Book Learn everything you need to know about UX for your Web Design. Design B2B, B2C websites that stand out from the competitors with this guide Enhance your business by improving customer accessibility and retention. Who This Book Is For If you're a designer, developer, or just someone who has the desire to create websites that are not only beautiful to look at but also easy to use and fully accessible to everyone, including people with special needs, UX for the Web will provide you with the basic building blocks to achieve just that. What You Will Learn Discover the fundamentals of UX and the User-Centered Design (UCD) Process. Learn how UX can enhance your brand and increase user retention Learn how to create the golden thread between your product and the user Use reliable UX methodologies to research and analyze data to create an effective UX strategy Bring your UX strategy to life with wireframes and prototypes Set measurable metrics and conduct user tests to improve digital products Incorporate the Web Content Accessibility Guidelines (WCAG) to create accessible digital products In Detail If you want to create web apps that are not only beautiful to look at, but

also easy to use and fully accessible to everyone, including people with special needs, this book will provide you with the basic building blocks to achieve just that. The book starts with the basics of UX, the relationship between Human-Centered Design (HCD), Human-Computer Interaction (HCI), and the User-Centered Design (UCD) Process; it gradually takes you through the best practices to create a web app that stands out from your competitors. You'll also learn how to create an emotional connection with the user to increase user interaction and client retention by different means of communication channels. We'll guide you through the steps in developing an effective UX strategy through user research and persona creation and how to bring that UX strategy to life with beautiful, yet functional designs that cater for complex features with micro interactions. Practical UX methodologies such as creating a solid Information Architecture (IA), wireframes, and prototypes will be discussed in detail. We'll also show you how to test your designs with representative users, and ensure that they are usable on different devices, browsers and assistive technologies. Lastly, we'll focus on making your web app fully accessible from a development and design perspective by taking you through the Web Content Accessibility Guidelines (WCAG). Style and Approach This is an easy-to-understand step-by-step guide with full of examples to that will help you in creating good UX for your web applications.

A designer's deep dive into seven science fiction films, filled with "gloriously esoteric nerdery [and] observations as witty as they are keen" (Wired). In Typeset in the Future, blogger and designer Dave Addey invites sci-fi movie fans on a journey through seven genre-defining classics, discovering how they create compelling visions of the future through typography and design. The book delves deep into 2001: A Space Odyssey, Star Trek: The Motion Picture, Alien, Blade Runner, Total Recall, WALL·E, and Moon, studying the design tricks and inspirations that make each film transcend mere celluloid and become a believable reality. These studies are illustrated by film stills, concept art, type specimens, and ephemera, plus original interviews with Mike Okuda (Star Trek), Paul Verhoeven (Total Recall), and Ralph Eggleston and Craig Foster (Pixar). Typeset in the Future is an obsessively geeky study of how classic sci-fi movies draw us in to their imagined worlds.

The world is working exactly as designed. And it's not working very well. Which means we need to do a better job of designing it.

Human factors considerations are increasingly being incorporated into the product design process. Users are seen more as being important factors in the overall look and usability of products than just as passive users. We are now treated as cognitive and physical components of the person/product system. The author, who is one of the leading lights in the field of cognitive ergonomics, looks at approaches that assume that if a task can be accomplished with a reasonable degree of efficiency and within acceptable levels of comfort, then the product can be seen as fitting to the user. In this book it is argued that in practice these approaches can be dehumanizing. People are more than merely physical and cognitive processors. They have hopes, fears, dreams, values and aspirations, indeed these are the very things that make us human. Designing Pleasurable Products looks both at and beyond usability, considering how products can appeal to use holistically, leading to products that are a joy to own.

Humanscale

Service Design

Norman Bel Geddes and the Invention of Twentieth-Century America

Shaping Things

Designing Pleasurable Products

The Industrial Design Reader

Methods and Perspectives

Many designs that appear in today's society will circulate and encounter audiences of many different cultures and languages. With communication comes responsibility; are designers aware of the meaning and impact of their work? An image or symbol that is acceptable in one culture can be offensive or even harmful in the next. A typeface or colour in a design might appear to be neutral, but its meaning is always culturally dependent. If designers learn to be aware of global cultural contexts, we can avoid stereotyping and help improve mutual understanding between people. Politics of Design is a collection of visual examples from around the world. Using ideas from anthropology and sociology, it creates surprising and educational insight in contemporary visual communication. The examples relate to the daily practice of both online and offline visual communication: typography, images, colour, symbols, and information. Politics of Design shows the importance of visual literacy when communicating beyond borders and cultures. It explores the cultural meaning behind the symbols, maps, photography, typography, and colours that are used every day. It is a practical guide for design and communication professionals and students to create more effective and responsible visual communication.

Human factors research impacts everything from the height of kitchen counters to the placement of automobile pedals to a book's type size. And in this updated and expanded version of the original landmark work, you'll find the research information necessary to create designs that better accommodate human need. Featuring more than 200 anthropometric drawings, this handbook is filled with all of the essential measurements of the human body and its relationship to the designed environment. You'll also discover guidelines for designing for children and the elderly, for the digital workplace, and for ADA compliance. Measurements are in both English and metric units.

The Humanscale series is an important toolkit for everyone who designs for the human body. It incorporates the extensive amount of human engineering data compiled and organized by Henry Dreyfuss Associates throughout the twentieth century, including research of anthropologists, psychologists, scientists, human engineers, and medical experts. Originally published in 1974, Humanscale 1/2/3 consists of pictorial selectors equipped with rotary dials. This portfolio contains three selectors (two sides each) which present over 20,000 bits of information, encompassing anthropometry, guidelines for seating design, and requirements for the handicapped and elderly. Men, women, and children; large and small; are represented. Measurements are given in metric as well as English units. Engineers, architects, industrial designers, planners, interior and furniture designers, and craftsmen will find that the selectors minimize their searching through numerous and conflicting sources and unreliable information. The Humanscale materials are not a panacea, of course. More detailed studies dealing with interior space, safety, human strength and movement, displays, vision, reach, and controls should also be consulted. The selectors should be used in a creative way, and models and mock-ups based on the data should be tried out with the intended users.

A radical and highly original examination of design and its place in society over the last 200 years.

History, Theory, Criticism

Design Discourse

Eugenic Design

From Insight to Inspiration

Ruined by Design

An Authoritative Guide to International Graphic Symbols

Principles for UX and Interaction Design

"A ready reference aid and an inspiration to designers . All in all the best book now available on symbols." --Library Journal
This unparalleled reference represents a major achievement in the field of graphic design. Famed industrial designer Henry Dreyfuss recognized the importance of symbols in communicating more quickly and effectively; for many years he and his staff collected and codified graphic symbols as they are used in all walks of life throughout the world. The result is this "dictionary" of universally used graphic symbols. Henry Dreyfuss designed this sourcebook to be as practical and easy to use as possible by arranging the symbol information within ingeniously devised sections: Basic Symbols represents a concise and highly selective grouping of symbols common to all disciplines (on-off, up-down, etc.). Disciplines provides symbols used in accommodations and travel, agriculture, architecture, business, communications, engineering, photography, sports, safety, traffic controls, and many other areas. Color lists the meanings of each of the colors in various worldwide applications and cultures. Graphic Form displays symbols from all disciplines grouped according to form (squares, circles, arrows, human figures, etc.) creating a unique way to identify a symbol out of context, as well as giving designers a frame of reference for developing new symbols. To make the sourcebook truly universal, the Table of Contents contains translations of each of the section titles and discipline areas into 17 languages in addition to English. The editor has gathered together a body of writing in the emerging field of design studies. The contributors argue in different ways for a rethinking of design in the light of its cultural significance and its powerful position in today's society. The collection begins with a discussion of the various expressions of opposition to the modernists' purist approach toward design. Drawing on postmodernist theory and other critical strategies, the writers examine the relations among design, technology, and social organization to show how design has become a complex and multidisciplinary activity. The second section provides examples of new methods of interpreting and analysing design, ranging from rhetoric and semiotics to phenomenology, demonstrating how meaning is created visually. A final section related to design history shifts its emphasis to ideological frameworks such as capitalism and patriarchy that establish boundaries for the production and use of design. This groundbreaking anthology is the first to focus exclusively on the history of industrial design. With essays written by some of the greatest designers, visionaries, policy makers, theorists, critics and historians of the past two centuries, this book traces the history of industrial design, industrialization, and mass production in the United States and throughout the world.

A cult read among designers for more than half a century, the famous manifesto of America's greatest industrial designer is finally back in print!

New Directions for Designing Interactive Systems

Henry Dreyfuss: Designing for People

Patented

Norman Bel Geddes Designs America

Human Factors in Design

Twentieth Century Limited

Henry Dreyfuss, Industrial Designer

Doing research can make all the difference between a great design and a good design. By engaging in competitive intelligence, customer profiling, color and trend forecasting, etc., designers are able to bring something to the table that reflects a commercial value for the client beyond a well-crafted logo or brochure. Although scientific and analytical in nature, research is the basis of all good design work. This book provides a comprehensive manual for designers on what design research is, why it is necessary, how to do research, and how to apply it to design work.

Henry Dreyfuss (1904-1972) was one of the pioneers of American industrial design, the man behind the modern look and function of so many household objects used by millions of Americans during the golden age of industrial design from the 1930s to the 1960s. During his 44-year career the versatile Dreyfuss designed or retooled hundreds of products that have become icons of modern design, among them the Princess and Trimline telephones, John Deere tractors, and Hoover vacuum cleaners, which Dreyfuss outfitted with headlights and bumpers in the 1930s to prevent dented and scratched furniture. Additional objects and spaces he designed range from the familiar Honeywell wall-mounted round thermostat to the Big Ben alarm clock, trains such as the classic 20th Century Limited for the New York Central Railroad, and the Situation Room for the Joint Chiefs of Staff during World War II. This first published monograph on Dreyfuss surveys his life and work through 200 archival and new photographs of his designs and a biographical text that paints the picture of an eminently practical yet eccentric innovator. Dreyfuss streamlined even his wardrobe by wearing only brown suits, stayed exclusively at the Plaza Hotel when in New York so clients could always find him, and reportedly missed only five days of work in twenty-two years. This book is published in conjunction with a major exhibition of Dreyfuss's work at the Cooper-Hewitt, National Design Museum, Smithsonian Institution, New York.

An unprecedented, essential field guide to more than a century of fascinating product and industrial design From legendary classics to anonymous objects that are indispensable in homes and offices, this one-of-a-kind collection of original patent documents celebrates the creative genius of designers, inventors, creators, innovators, and dreamers the world

over. The range is phenomenal: patents by Eero Saarinen, Charles Eames, Isamu Noguchi, Ettore Sottsass, Raymond Loewy, and George Nelson sit alongside everyday designs for tape dispensers, pencil sharpeners, food processors, desk fans, and drink bottles to create an valuable reference that's also an irresistible browse.

Conventional product development focuses on the solution. Empathy is a mindset that focuses on people, helping you to understand their thinking patterns and perspectives. Practical Empathy will show you how to gather and compare these patterns to make better decisions, improve your strategy, and collaborate successfully.

The Humane Interface

The Interface

Streamlining America in the 1930s

An Introduction to the New Human Factors

Raymond Loewy and Image-making in the Age of American Industrial Design

Designing Products People Love

human factors in design

How can you create products that successfully find customers? With this practical book, you ' ll learn from some of the best product designers in the field, from companies like Facebook and LinkedIn to up-and-coming contenders. You ' ll understand how to discover and interpret customer pain, and learn how to use this research to guide your team through each step of product creation. Written for designers, product managers, and others who want to communicate better with designers, this book is essential reading for anyone who contributes to the product creation process.

Understand exactly who your customers are, what they want, and how to build products that make them happy Learn frameworks and principles that successful product designers use Incorporate five states into every screen of your interface to improve conversions and reduce perceived loading times Discover meeting techniques that Apple, Amazon, and LinkedIn use to help teams solve the right problems and make decisions faster Design effective interfaces across different form factors by understanding how people hold devices and complete tasks Learn how successful designers create working prototypes that capture essential customer feedback Create habit-forming and emotionally engaging experiences, using the latest psychological research

With the coming flood of connected products, many UX and interaction designers are looking into hardware design, a discipline largely unfamiliar to them. If you ' re among those who want to blend digital and physical design concepts successfully, this practical book helps you explore seven long-standing principles of industrial design. Two present and former design directors at IDEO, the international design and innovation firm, use real-world examples to describe industrial designs that are sensorial, simple, enduring, playful, thoughtful, sustainable, and beautiful. You ' ll learn how to approach, frame, and evaluate your designs as they extend beyond the screen and into the physical world. Sensorial: create experiences that fully engage our human senses Simple: design simple products that provide overall clarity in relation to their purpose Enduring: build products that wear well and live on as classics Playful: use playful design to go beyond functionality and create emotional connections Thoughtful: observe people ' s struggles and anticipate their needs Sustainable: design products that reduce environmental impact Beautiful: elevate the experience of everyday products through beauty

Standards for the design of interior spaces should be based on the measurement of human beings and their perception of space, with special consideration for disabled, elderly, and children

John Carroll shows how a pervasive but underused element of design practice, the scenario, can transform information systems design. Difficult to learn and awkward to use, today's information systems often change our activities in ways that we do not need or want. The problem lies in the software development process. In this book John Carroll shows how a pervasive but underused element of design practice, the scenario, can transform information systems design. Traditional textbook approaches manage the complexity of the design process via abstraction, treating design problems as if they were composites of puzzles. Scenario-based design uses concretization. A scenario is a concrete story about use. For example: "A person turned on a computer; the screen displayed a button labeled Start; the person used the mouse to select the button." Scenarios are a vocabulary for coordinating the central tasks of system development—understanding people's needs, envisioning new activities and technologies, designing effective systems and software, and drawing general lessons from systems as they are developed and used. Instead of designing software by listing requirements, functions, and code modules, the designer focuses first on the activities that need to be supported and then allows descriptions of those activities to drive everything else. In addition to a comprehensive discussion of the principles of scenario-based design, the book includes in-depth examples of its application.

Making Use

Design Research

New York Central's Mercury

The measure of man

Human Dimension & Interior Space

Succeed in Design by Knowing Your Clients and What They Really Need

"Communicating radical innovation is very different from discussing marginal change. Erwin's book provides a serious analysis of why, in this era of VUCA—Volatility, Uncertainty, Complexity and Ambiguity—we need to change our individual and organizational modes of communication. Erwin then provides a series of concrete, practical communication methodologies that we so need. Communicating the New is a book that needs to be offered in all of our best business-school classes." —Bruce Nussbaum, author of Creative Intelligence, former assistant managing editor for BusinessWeek, and Professor of Innovation & Design at Parsons The New School of Design "One of the main problems with executing innovation in organizations is also one of the least obvious. Communicating The New reminds us about an often neglected but crucial part in the innovation process. Applying the principles contained in this book will increase your chances for innovation success, both inside your company—overcoming organizational barriers, as well as outside—convincing your customers. This is an essential read for those who not only preach for improving the current state of things, but more important to those responsible for executing it." —Luis Arnal, Managing Partner, INSITUM "I was hooked instantly. The names of people that I should give this book to keep building with each new chapter. Communicating the New is thorough as well as thoughtful in providing an impressive compendium of models, framework, methods, and tools for navigating the 21st-century challenges of creating The New. Finally, a useful resource to navigate the complexity of creating The New."

—Clement Mok, *Designer, Entrepreneur, and Instigator* "Anyone who has experienced the challenge of co-creating *The New* and engaging enterprise audiences will find useful ways to produce insight, influence, and impact." —Paul Siebert, *Director of Research + Strategy, Steelcase*
Before there was Steve Jobs, there was Norman Bel Geddes. A ninth-grade dropout who found himself at the center of the worlds of industry, advertising, theater, and even gaming, Bel Geddes designed everything from the first all-weather stadium, to Manhattan's most exclusive nightclub, to *Futurama*, the prescient 1939 exhibit that envisioned how America would look in the not-too-distant 60s. In *The Man Who Designed the Future*, B. Alexandra Szerlip reveals precisely how central Bel Geddes was to the history of American innovation. He presided over a moment in which theater became immersive, function merged with form, and people became consumers. A polymath with humble Midwestern origins, Bel Geddes' visionary career would launch him into social circles with the Algonquin roundtable members, stars of stage and screen, and titans of industry. Light on its feet but absolutely authoritative, this first major biography is a must for anyone who wants to know how America came to look the way it did.

This book explores the career of one of the twentieth century's foremost theatrical and industrial designers. This book outlines the career of this complex and influential man through approximately fifty projects, bringing together never before exhibited drawings, models, photographs and films. Norman Bel Geddes was an innovative stage designer, director, producer, architect, industrial designer, futurist and urban planner. His professional credo was to simplify, to unify, to use form to communicate and, at times, shape function and to question the status quo. His research based approach to problem solving followed by his complete re imagining of a design problem, as if starting from scratch, resulted in the creation of a new, ideal product. hroughout his multi faceted career, Bel Geddes was a paradoxical figure made up of equal parts visionary and pragmatist, naturalist and industrialist, democrat and egoist. A number of products and practices now taken for granted can be traced directly back to Bel Geddes. His impact on the American landscape ranges from the U.S. federal highway system to all weather sports stadiums, revolving restaurants, modular domestic appliances and stylish home entertainment systems.

Designing for People Skyhorse Publishing Inc.

Streamliner

For Collaboration and Creativity in Your Work

The Impact of Bad Product Design and How to Fix It

Design and Society Since 1750

Symbol Sourcebook

Tragic Design

The Politics of Design

Celebrates the design work of Henry Dreyfuss and his associates that revolutionized 20th century industrial design from telephones to trains to thermostats.

Designing for People

Scenario-Based Design of Human-Computer Interactions

A (Not So) Global Design Manual for Visual Communication

UX for the Web

Build websites for user experience and usability