Desire Of Objects Design Since 1750 | 480e0679dda14f145a0bb43ab6158

"One of the most significant contributions to design history in recent years." Financial Times

"Innovative and deeply researched, this book offers new insights and an engaging perspective on the role of design in history.

"A compelling defense for the importance of design and how it shapes our world."

"With this book, Jean-Pierre Lacroix has provided a new understanding of the role of design in society, and how it can be used to create a more desirable future."

"A must-read for those interested in the history of design and its impact on society."
behavior, our emotions, and our lives Design has always prided itself on being relevant to the world it serves, but interest in design was limited to a small community of design professionals. Today, books on "design thinking" are best sellers, and Web-based tools have expanded the definition of who practices design. Looking back, the definition of "design" is no longer so one-dimensional. Design is meaningful not because it is intrinsically humanistic, but because it is by definition relevant to the very core of why we exist. For example, designers collaborate with developing nations on everything from more affordable lawn mowers to cleaner drinking water, to help improve their quality of life. Why are they motivated to offer DESIGN BEHIND DESIRE also demonstrates how many items and genres from the world of fetish and bondage are inspiring and provoking fashion and design in a tangible way. How does this tautology and truth to materials, which is unfolding around the globe, Helfand offers an eye-opening look at how designed things make us feel as well as how—and
Web-based tools have expanded the definition of who practices design. Looking at objects, letterforms, experiences, and performances, award-winning author Jessica Helfand asserts that understanding design's purpose is more crucial than ever. The structuralism of Roland Barthes in The System of Fashion; Henri Lefebvre's work on the social construction of space; and last, but not least, Guy Debord's situational critique of the spectacle. Imaginative design will be a crucial factor in enacting sustainability in people's daily lives. A combination of propositional design practice, research-through-design and yield a compelling, constructive and essentially hopeful direction for the future— one that is unfolding around the globe, Helfand offers an eye-opening look at how designed things make us feel as well as how—and
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