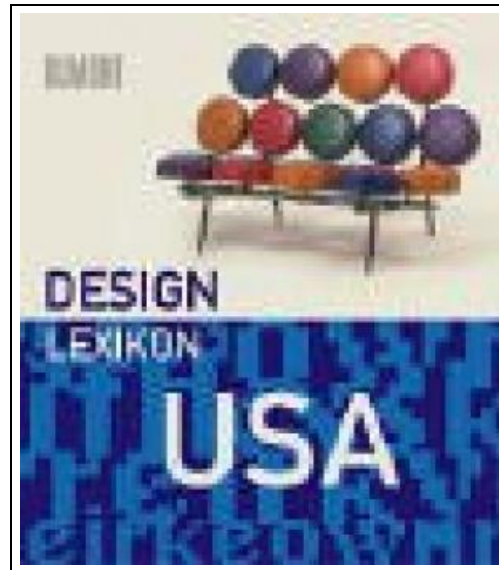


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Dumont Buchverlag, 2002. Taschenbuch. Book Condition: Neu. Neu Neu/Restauflage - sofort versandbereit - Das Design-Archiv, das auf jeden Schreibtisch passt Design made in USA oder: 'Hässlichkeit verkauft sich schlecht'. Seit Raymonds Loewys Bekenntnis zum Styling wurde das Design zum wichtigsten Faktor des 'American Way of Life'. Die großen Namen, wie Lucky Strike, Coca-Cola, Nike, Apple Macintosh wären ohne ihre markanten Logos und ihr unverwechselbares Design gar nicht denkbar. Designer wie Henry Dreyfuss, Saul Bass, Milton Glaser oder George Nelson haben unser Bild von amerikanischen Produkten und Marken geprägt. Heute feiern die Klassiker des amerikanischen Designs, wie die Kitchen Aid oder die Maglite-Taschenlampen ihre Renaissance oder waren, wie die Maschinen von Black & Decker, einfach immer wie selbstverständlich da. Und Standards setzen amerikanische Designer heute mehr denn je: Donna Karan, Edward Fella, David Carson, Razorfish, Motorola, Hewlett Packard heißen die Trendsetter in Mode, Grafik, Screendesign und Mikroelektronik. Jeder Band mit einer Einführung von Paola Antonelli (Museum of Modern Art, New York). Das Designlexikon ist inzwischen selbst ein Design- und Sammelobjekt. Mit einem Essay über das amerikanische Design von Phil Patton. 380 pp. Deutsch.



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