

HELLO WORLD: WHERE DESIGN MEETS LIFE BY ALICE RAWSTHORN



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Review

“Hello World maps and describes contemporary design with flair, passion, clarity and perspective, smartly connecting its most technologically advanced ‘mutant’ expressions with centuries-old examples and thus with tradition. We were all missing this book. Alice Rawsthorn has succeeded where everyone else has failed: she has written a page-turner about design.” —Paola Antonelli, Senior Curator of Architecture and Design at the Museum of Modern Art

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About the Author

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It is often said that we are living in a new golden age of design.

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Our gadgets, appliances, and cars are sleeker and more elegant than they've ever been; in our free time, we trawl the internet for pictures of flawless minimalist interiors; and even the great industrialist of our time—Steve Jobs—is admired more for his visual savvy than his technological inventiveness.

And yet with Instagram and Pinterest at our fingers and great design more available—and more affordable—than ever, we've had no guidebook to this ever-fascinating field. Though it's an inescapable part of our lives, there has been no single book that could, in one fell swoop, tell us everything we need to know about design.

Enter Hello World.

The design critic for the International Herald Tribune, Alice Rawsthorn has spent many years reckoning with the history of design and with its place in contemporary life, and Hello World is the extraordinary summation of her research and reporting.

Rawsthorn takes us on a trip through design that ranges across continents and centuries, and wherever she goes, she discovers inspiring, thrilling examples of resourcefulness, inventiveness, and sheer vision. From the macabre symbol with which eighteenth-century pirates terrorized their victims into surrender, to one woman's quest for the best prosthetic legs, to the evolution of the World Cup soccer ball, Hello World describes how warlords, scientists, farmers, hackers, activists, and professional designers have used the complex, often elusive process of design to different ends throughout history.

Hailed as a “rapid-fire and illuminating ode to contemporary design” (Telegraph) and “an extremely readable tour of the subject” (Financial Times), Hello World is a major work that radically broadens our understanding of what design can mean, and explains how we can use it to make sense of our ever-changing universe.

- Sales Rank: #442551 in Books
- Published on: 2015-04-14
- Released on: 2015-04-14
- Original language: English
- Number of items: 1
- Dimensions: 7.74" h x 1.01" w x 5.16" l, .82 pounds
- Binding: Paperback
- 336 pages

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Stellar tour of the world of design

By Cameron

I have read many design books, but this one might be the best of the bunch when it comes to profiling the field, the challenges, the opportunities and its history in an accessible, interesting and well-researched manner. The book is filled with anecdotes, well-studied stories and interviews from the author's many years

of work as a design-focused journalist. It's a critical piece, showcasing the great things design has done, its trends (and trendiness), its blind spots and the areas it has yet to reconcile. It was a joy to read and will be my first choice for anyone who is looking to dive deeper into design either as someone looking to invest in better design for their company or someone who seeks to employ it in their work. It covers everything from architecture, product manufacture, fashion, and technology all through the lens of design culture, not just the products and stylistic approaches used. The choice of the cover is a strange one unless you've read the book (it is inspired by the original Apple computers welcome message) because it might be the most spartan, non-stylish, curious choice that the book designers could make. Don't judge the book by this cover, it's worth the read.

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By biomeg

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Strongly recommended to any design practitioner like me

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Very insightful reading to think and rethink about designer. Strongly recommended to any design practitioner like me.

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