


# The Industrial Design Reader

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**The Industrial Design Reader** From Allworth Press

With input from a diverse range of industry experts/designers, theorists, critics, historians, and curators, this anthology is the first to focus exclusively on the history of industrial design. This pioneering guide traces the entire history of industrial design, industrialization, and mass production from 1850 until today. Sixty comprehensive essays written by designers, theorists, advertisers, historians, and curators detail the most crucial movements, issues, and accomplishments of industrial design. They combine news reports on the very first design workshops, aesthetic manifestos, lectures, and more from the biggest names in the field: William Morris, Henry Dreyfuss, and Victor Papanek, to name only a few. The Industrial Design Reader is an excellent resource for educators, students, and practicing designers. • Features design from not only theoretical and aesthetic perspectives, but also from a socio-political point of view, with texts from Karl Marx, Ralph Nader, and others • Copublished with the Design Management Institute, which will actively promote the book to its membership

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**The Industrial Design Reader From Allworth Press Bibliography**

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## Editorial Review

From the Publisher
A Time Machine for Industrial Design

Carma R. Gorman Brings Back to Life Familiar Voices in New Anthology on Industrial Design History

Remember Richard Nixon’s address to the nation during the energy crisis of 1973? Industrial design history is chock-full of speeches and statements that couldn’t feel timelier in light of today’s issues. Yet to get to these sources, readers often have to shuffle through dimly lit library floors or dusty newspaper archives. THE INDUSTRIAL DESIGN READER, a new book edited by Carma R. Gorman, promises relief to designers and historians who want to connect with their field’s rich past. Gorman has assembled sixty primary-source essays from 150 years of industrial design history— providing access to some of the most memorable and hard-to-find documents of this fascinating field. THE INDUSTRIAL DESIGN READER is co-published by Allworth Press and the Design Management Institute.

While many objects of industrial design have become icons, until now, a systematic attempt has never been made to feature the speeches, articles, and comments that have fueled (and often critiqued) these creations. THE INDUSTRIAL DESIGN READER is the first anthology to focus exclusively on the last 150 years of industrial design history, including the infrequently covered time period from World War II to the present. The selections not only include writings by designers, but also essays by the politicians, home economists, advertisers, social critics, manufacturers, and artists who influenced their work. Selections also include hard-to-find documents such as Henry Cole’s "On the International Results of the Exhibition of 1851," The Program of the Ulm Hochschule für Gestaltung, and Marcy Babbitt’s 1935 interview with designer Belle Kogan.

Many of the essays in the book deal with timely issues such as environmentalism, gender, race, and global design, including: * Victor Papanek’s "Design for the Real World" * R. Buckminster Fuller’s "Operating Manual for Spaceship Earth" * David H. Rice’s "What Color is Design?" * Kenichi Ohmae’s "Global Products"

From the Inside Flap
"Design is one of the most powerful fields of study of our time. This anthology not only makes it immediately accessible to a vast audience, but also displays it in all its glory and humanity. It gives design an even better name."—Paola Antonelli, Curator of Design, Museum of Modern Art

"Professor Gorman has assembled a valuable anthology that brings to life the history of industrial design. It will be an essential text in design history courses and an important supplementary text for studio courses in industrial design. She has helped to give coherence to the unfolding story of industrial design in modern culture." —Richard Buchanan, Ph.D., Professor of Design, Carnegie Mellon University

About the Author
**Carma Gorman** teaches industrial design at Southern Illinois University at Carbondale and has been published in numerous industry periodicals.

## Users Review

**From reader reviews:**

**William Emmer:**

Do you have favorite book? In case you have, what is your favorite's book? Book is very important thing for us to know everything in the world. Each e-book has different aim or even goal; it means that guide has different type. Some people truly feel enjoy to spend their time for you to read a book. They are really reading whatever they take because their hobby is definitely reading a book. How about the person who don't like looking at a book? Sometime, man or woman feel need book when they found difficult problem as well as exercise. Well, probably you will need this The Industrial Design Reader.

**Mary Tiller:**

Reading a guide tends to be new life style with this era globalization. With studying you can get a lot of information that can give you benefit in your life. Along with book everyone in this world can easily share their idea. Textbooks can also inspire a lot of people. A lot of author can inspire their reader with their story or even their experience. Not only the storyline that share in the guides. But also they write about the information about something that you need example of this. How to get the good score toefl, or how to teach your young ones, there are many kinds of book which exist now. The authors nowadays always try to improve their ability in writing, they also doing some investigation before they write on their book. One of them is this The Industrial Design Reader.

**Henry Vance:**

Is it an individual who having spare time and then spend it whole day by watching television programs or just lying on the bed? Do you need something totally new? This The Industrial Design Reader can be the respond to, oh how comes? A book you know. You are thus out of date, spending your free time by reading in this brand new era is common not a geek activity. So what these publications have than the others?

**Bradley Roberts:**

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