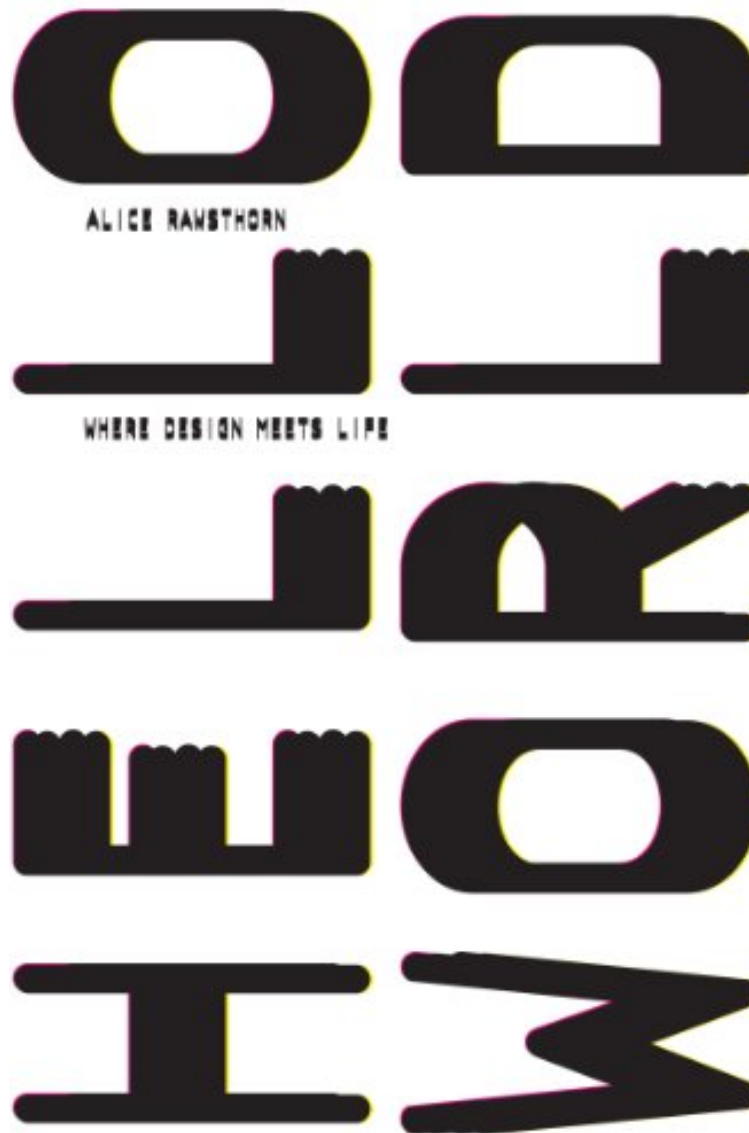


#2860608 in Books 2013-04-30 2013-04-30Format: International EditionOriginal language:EnglishPDF # 1
8.00 x 1.25 x 5.50l, 1.52 #File Name: 0241145309256 pages | File size: 42.Mb



Alice Rawsthorn

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(Free) Hello World:where Design Meets Life

Hello World:where Design Meets Life

Alice Rawsthorn : Hello World:where Design Meets Life before purchasing it in order to gage whether or not it would be worth my time, and all praised Hello World:where Design Meets Life:

2 of 2 people found the following review helpful. Stellar tour of the world of designBy CameronI 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. 0 of 0 people found the following review helpful. Highly recommended for any designer

By TanbeaAlice Rawsthorn really captures what design's capabilities and effects it has on our lives and throughout history before the term "design" was even coined. I am already familiar with many of the designers and projects mentioned in this book so it was refreshing to read. This book encompasses different aspects of design in a holistic manner that is both inspiring and informative. Highly recommend to anyone curious about learning of design's capabilities. 1 of 1 people found the following review helpful. Thought-provoking read

By biomegThis book is an interesting, if dense, compilation of what has to be decades of research and learning. Beautiful descriptions of revolutionary work of wide impact. I do feel that, for a book on design, it's a bit short on pictures.

Hello World is Alice Rawsthorn's definitive guide to design and modern life Design is one of the most powerful forces in our lives. When deployed wisely, it can bring us pleasure, choice, strength, decency and much more. But if its power is abused, the outcome can be wasteful, confusing, humiliating, even dangerous. None of us can avoid being affected by design, whether or not we wish to. It is so ubiquitous that it determines how we feel and what we do, often without our noticing. Hello World explores design's influence on our lives. Written by the renowned design critic Alice Rawsthorn and designed by the award-winning book designer Irma Boom, it describes how warlords, scientists, farmers, hackers, activists and designers have used design to different ends throughout history: from the macabre symbol invented by 18th century pirates to terrorise their victims into surrender, to one woman's quest for the best possible prosthetic legs and the evolution of the World Cup ball. At a time when we face colossal changes, unprecedented in their speed, scale and intensity - from the deepening environmental crisis, to giant leaps in science and technology - Hello World explains how design can help us to make sense of them and to turn them to our advantage. 'Hello World is a new book by Alice Rawsthorn, the one and only, the best design critic in the entire world. She keeps the banner of design flying high. Irma Boom designed it, and Irma is simply the best book designer alive' Paola Antonelli, Senior Curator of Architecture and Design at the Museum of Modern Art, New York Praise for Alice Rawsthorn's Yves Saint Laurent 'As gripping as a thriller, packed with plot, character and atmosphere' The Times 'Rawsthorn's excellent biography isn't merely a story about clothes, but of crises, comebacks and drug clinics, and as a document of the time it is compulsive' Evening Standard 'The best book I have ever read about the mesmerising cruelty of fashion' The Spectator 'Intelligent and pragmatic... this is a page-turner of a book' New Statesman 'What a story! A skilful interweaving of the artistic, business and emotional life of a great couture house' Mail on Sunday Alice Rawsthorn is the design critic of the International Herald Tribune, the global edition of the New York Times. Her weekly Design column is syndicated worldwide. A trustee of Arts Council England and the Whitechapel Gallery in London, she is chair of trustees at the Chisenhale Gallery and the author of an acclaimed biography of Yves Saint Laurent.

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 Panoramic in scope, passionately argued and highly addictive to read, Hello World is an indispensable guide to design. Seamlessly integrating vivid accounts of contemporary practice with historic precedents, Alice Rawsthorn's book will be an essential reference for decades to come. Hello World is an invaluable toolbox for the twenty-first century. Hans Ulrich Obrist, Co-director of the Serpentine Gallery, London Praise for Yves Saint Laurent As gripping as a thriller, packed with plot, character and atmosphere. The Times Rawsthorn's excellent biography isn't merely a story about clothes, but of crises, comebacks and drug clinics, and as a document of the time it is compulsive. Evening Standard The best book I have ever read about the mesmerizing cruelty of fashion. The Spectator Intelligent and pragmatic . . . This is a page-turner of a book. New Statesman "In a world saturated with ill-considered things, Hello World is a real wakeup call: a diverse and impassioned survey of why design matters. And Alice Rawsthorn practices what she preaches. Her on-point writing marries beautifully with Irma Boom's typography, resulting in a truly satisfying object." Glenn Adamson, director of the Museum of Art and Design, New York "Alice Rawsthorn constructs a meticulous living history of design, bridging the everyday and the extraordinary with equal parts precision and poetics." Maria Popova, founder and editor of BrainPickings.org "Making links across centuries of life-enhancing designs, and taking on the difficult task of defining the expansive world of contemporary design, Hello World is a must read for anyone wanting to understand

the complex but essential role that design plays in daily life." Zo Ryan, John H. Bryan Chair and Curator of Architecture and Design, The Art Institute of Chicago

About the Author Alice Rawsthorn is the author of *Yves Saint Laurent: A Biography* and *Hello World: Where Design Meets Life*. A British Design critic, she writes for the *International New York Times*, and she is a regular contributor to *Frieze* magazine. she is Chair of Trustees at Chisenhale Gallery and the dance group Michael Clark Company, and a trustee of the Whitechapel Gallery. She worked as an award-winning journalist for the *Financial Times* from 1985 to 2001 and was Director of the Design Museum in London from 2001 to 2006. She has sat on the jury of many cultural prizes, including the Turner Prize, the Sterling Prize for Architecture and the PEN History Book Prize. She was awarded an OBE for services to design and the arts and she lives in London.