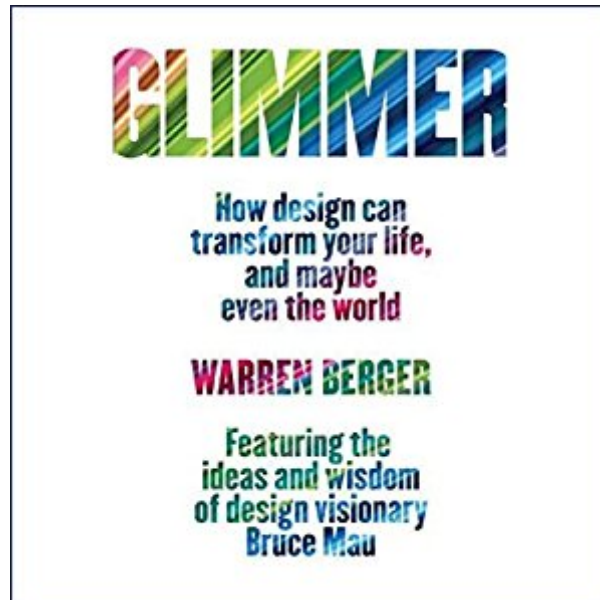


The book was found

Glimmer: How Design Can Transform Your Life And Maybe Even The World



Synopsis

Can great design transform people's lives? And can we all learn from the way great designers think? For a new generation of designers, such as Bruce Mau and Yves Behar, the answer to both questions is an unequivocal 'Yes'. To them, design is more than just a question of fashion or taste; it's a way of asking fundamental questions in order to solve complex problems. In "Glimmer", award-winning journalist Warren Berger shows how these visionary thinkers are taking design principles out of the studio and applying them to the tough issues of today, from making medicines safer to counteracting the threats of global warming. By approaching seemingly intractable problems with simple thought-processes that often seem counter-intuitive - 'ask stupid questions', 'embrace constraint' - designers are creating 'glimmer moments', when a life-changing ideas crystallise in the mind, and coming up with breathtakingly innovative solutions. --This text refers to an out of print or unavailable edition of this title.

Book Information

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Customer Reviews

Glimmer is another in a line of books that capitalize on the current popular pre-occupation with "design thinking". This is the equivalent of a corporate-self-help movement to help industry (the corporate world) try to think more like designers in order to breed innovation in the workplace (and advance careers). While it provides a modestly interesting overview of design and a handful of worthwhile insights, it is ultimately reductive and lacking in depth. The author clearly is out of his depth. This becomes obvious in his near gee-whiz attitude to design and designers. This is not a book for designers. This is a book for people who really know very little about design, its history, and

the process of design and who would like a somewhat entertaining "can do" read about design and designers. It is a history of some interesting projects and noted designers. It is positivist and optimistic - very "feel good". It will not present any new information to most experienced designers or design mavens. It may provide some interesting reading to those who are new to design. The book summarizes and categorizes some of the basic thought methodologies of design. It also shows, through narrative examples, how some designers work and how they consistently engage certain modes of thinking.

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