

# White Hara Kenya

A brand new monograph on one of Japan's best-known product designers, featuring more than 100 of his latest works Naoto Fukasawa's simple, restrained, and user-friendly products have an extraordinarily universal appeal. Featuring more than 100 of his latest designs, including furniture, phones, watches, fashion, luggage, and accessories, Naoto Fukasawa: Embodiment perfectly captures Fukasawa's perspective on the dynamic interplay between people, places, and things. It places the designer's products into the context of the contemporary design world

and offers a first-hand account of Fukasawa's design philosophy. 'Shanshui City', the latest book from MAD Architects' founder and principal partner, Ma Yansong, Ma's poetic, yet precise language details the development and practice of design philosophy At the core of 'Shanshui City' is the idea that, "architects should delineate a new ideal for the city of the future, to gradually construct an urban environment that embodies both the convenience of the modern city and the ancient Eastern affinity for the natural world." 'Shanshui' is an idealised worldview developed by Chinese through extended contact with the natural world, a worldview

that integrates the everyday life of humanity with the impulse to seek spiritual refuge in nature. This 'Shanshui City' is not simply an eco-city, or a garden-city, nor does it imply modelling the city's architecture on natural forms such as mountains. It represents humanity's affinity for the natural world, and our quest for inner fulfilment, as expressed in philosophies of the East. 103 illustrations

From the celebrated MUJI designer and bestselling author of *100 Whites* and *Designing Japan*, a compact and beautifully designed guide to the art of cleaning. Cleanliness is a core value of societies around the globe. With beautiful photography and

short, poetical observations,  
acclaimed author and designer  
Kenya Hara explores and illustrates  
the concept of cleaning in all of its  
aspects: sweeping, dusting, blowing,  
beating, washing, wiping,  
smoothing, raking, grooming,  
purifying, scrubbing, scraping,  
erasing, scooping, removing and  
clearing. From the sorting process a  
child applies to its toys and the  
meticulous attention a clockmaker  
pays to their creations to the  
impressive feat that is deep-cleaning  
a ship, each process is treated with  
the same gentle fascination. The  
portable book format invites readers  
to take this publication into the  
world as they look at these everyday

processes with fresh eyes. Kenya Hara (born 1958) is a Japanese graphic designer, author, curator, professor at the Musashino Art University in Tokyo and art director for MUJI. He has been awarded many prizes, including the Japanese Cultural Design Award. Hara is the author of *White*, *100 Whites*, *Designing Design* and *Designing Japan*.

The curators Andrea Branzi and Kenya Hara selected one hundred verbs, connected to one hundred objects, to let us travel across human history; words which relate to actions which relate to objects.

Recollected Work

100 Whites

*Page 5/56*

*white-hara-kenya*

Wabi-sabi for Artists, Designers,  
Poets & Philosophers  
A Memoir of Counterculture New  
York

The Elements of Graphic Design  
Thinking: Objects: Contemporary  
Approaches to Product Design

"The Encyclopedia of Flowers is a series of 'definitive stationary observations' in which Makoto Azuma focuses on the market-related changes in the form of species becoming extinct and new ones appearing, as his mission and life work. The flowers featured here are described using their common formal Latin scientific names in a list and index." --vol. 3 book jacket

Polemics and reflections on how to  
bridge the gap between what  
architecture actually is and what

architects want it to be. Architecture depends—on what? On people, time, politics, ethics, mess: the real world. Architecture, Jeremy Till argues with conviction in this engaging, sometimes pugnacious book, cannot help itself; it is dependent for its very existence on things outside itself. Despite the claims of autonomy, purity, and control that architects like to make about their practice, architecture is buffeted by uncertainty and contingency. Circumstances invariably intervene to upset the architect's best-laid plans—at every stage in the process, from design through construction to occupancy. Architects, however, tend to deny this, fearing contingency and preferring to pursue perfection. With *Architecture Depends*, architect and critic Jeremy

Till offers a proposal for rescuing architects from themselves: a way to bridge the gap between what architecture actually is and what architects want it to be. Mixing anecdote, design, social theory, and personal experience, Till's writing is always accessible, moving freely between high and low registers, much like his suggestions for architecture itself.

The latest publication by designer Kenya Hara following his acclaimed *Designing Design*. *White* is not a book about color. It is rather the author's attempt to explore the essence of "white," which he sees as being closely related to the origin of Japanese aesthetics--symbolizing simplicity and subtlety. The central concepts



discussed are emptiness and the absolute void. Kenya Hara also sees his work as a designer as a pure form of communication. Good communication has the distinction of being able to listen to each other, rather than to press one's opinion onto the opponent. Kenya Hara compares this form of communication with an "empty container." In visual communication, there are equally signals whose signification is limited, as well as signals or symbols such as the cross or the red circle on the Japanese flag, which--like an "empty container"--permit every signification and do not limit imagination. It is not only the fact that the Japanese character for white forms a radical of the character for emptiness that has prompted him to closely

associate the color white with the state of emptiness. This book offers a personal insight into the philosophy of the successful designer and author of *Designing Design*.

*My Neighbor Totoro* is a long-standing international icon of Japanese pop culture that grew out of the partnership between the legendary animator Miyazaki Hayao and the world-renowned composer Joe Hisaishi. A crucial step in the two artists' collaboration was the creation of the album, *My Neighbor Totoro: Image Song Collection*, with lyrics penned by Miyazaki and Nakagawa Rieko, a famed children's book author, and music composed by Hisaishi. The album, released in 1987 prior to the opening of the film, served not only as

a promotional product, but also provided Miyazaki with concrete ideas about the characters and the themes of the film. This book investigates the extent to which Hisaishi's music shaped Miyazaki's vision by examining the relationship between the images created by Miyazaki and the music composed by Hisaishi, with special emphasis on their approaches to nostalgia, one of the central themes of the film.

A Future Built on Aesthetics

Lady Joker, Volume 1

Cocktail Hour Under the Tree of  
Forgetfulness

House Vision

White

Fear & Love: Reactions to a Complex  
World

Weiss ist kein Buch über  
Farben. Es ist vielmehr ein  
Versuch Kenya Haras das  
Wesen von Weiss zu  
ergründen, das er eng mit  
der Quelle der japanischen  
Ästhetik, die für  
Einfachheit und Feinheit  
steht, verbunden sieht.  
Leere und das vollkommene  
Nichts sind die zentralen  
Begriffe, die Kenya Hara in  
dieser Publikation  
diskutiert. Kenya Hara  
betrachtet seine Arbeit als  
Designer auch als eine Form  
von Kommunikation. Eine gute  
Kommunikation kennzeichnet  
sich durch gegenseitiges  
Zuhören aus, statt dem  
Gegner seine Meinung  
aufzudrängen. Diese Form der

Verständigung wird von Kenya Hara mit einem a žleeren GefAssa oe verglichen. Ebenso gibt es in der visuellen Kommunikation Zeichen, deren Bedeutung begrenzt ist, aber auch Zeichen wie das Kreuz oder den roten Kreis auf der japanischen Flagge, die wie ein leeres GefAss, jede Beutung zu lassen und der Vorstellung keine Grenzen setzen. Nicht nur die Tatsache, dass das japanische Schriftzeichen fA1/4r Weiss Bestandteil der Schriftzeichen fA1/4r Leere ist, haben ihn veranlasst die Farbe Weiss in eine enge Verbindung mit Leere zu setzen. Das Buch bietet

einen persAnlichen Einblick in die Philosohie des erfolgreichen Designers und Autors von Designing Design. The story of Japan's design ethos, by Muji's celebrated art director As Art Director for Muji since 2002, Japanese graphic designer Kenya Hara (born 1958) and his aesthetic of pared-back, beautifully functional objects has taken the world by (quiet) storm. With Kenya Hara: Designing Japan, the designer presents his vision of how his industry can contribute to the future of his country: a future founded on Hara's unique philosophy of beauty as well as crowd-sourced wisdom from

around the world. The book spans history, from the beginnings of professional Japanese design in the 16th century to the impact of the 2011 Tohoku earthquake. But Hara's real focus is on the future. A master collaborator, meticulous organizer and globally conscious innovator, Hara draws on more than three decades of work in design and exhibition curating, as well his professional interactions with creators from many fields. Designing Japan offers a foundation course on the essence of Japanese aesthetics, while maintaining a practical approach to Japan's

circumstances and future possibilities. Hara reveals the methods by which designers in Japan work with government and industry, and considers how design can propose solutions for this island nation as its population ages, other nations take over manufacturing and technology develops. Illustrations and examples recognize successful problem-solving through design, proving that design is a living, changing industry that remains relevant not in spite of, but as a partner to, advancing technology. One of Japan's great modern masters, Kaoru Takamura,



makes her English-language debut with this two-volume publication of her magnum opus. Tokyo, 1995. Five men meet at the racetrack every Sunday to bet on horses. They have little in common except a deep disaffection with their lives, but together they represent the social struggles and griefs of post-War Japan: a poorly socialized genius stuck working as a welder; a demoted detective with a chip on his shoulder; a Zainichi Korean banker sick of being ostracized for his race; a struggling single dad of a teenage girl with Down syndrome. The fifth man bringing them all together

is an elderly drugstore owner grieving his grandson, who has died suspiciously after the revelation of a family connection with the segregated buraku community, historically subjected to severe discrimination. Intent on revenge against a society that values corporate behemoths more than human life, the five conspirators decide to carry out a heist: kidnap the CEO of Japan's largest beer conglomerate and extract blood money from the company's corrupt financiers. Inspired by the unsolved true-crime kidnapping case perpetrated by "the Monster with 21

Faces," Lady Joker has become a cultural touchstone since its 1997 publication, acknowledged as the magnum opus by one of Japan's literary masters, twice adapted for film and TV and often taught in high school and college classrooms. The world of white, from Muji art director Kenya Hara White not only plays an important role in Japanese cultures in general but also in the work of Kenya Hara, art director for Muji. In 100 Whites, Hara gives 100 examples of white, such as snow, Iceland, rice and wax. On the basis of these examples he discusses the importance of white in

design--not only as a color but as a philosophy. Hara describes how he experiments with the different whites he instances, what they mean in the process of his work and how they influence design today. 100 Whites is the extension of Hara's previously published book White. The publication explores the essence of white, which Hara sees as symbolizing simplicity and subtlety. Kenya Hara (born 1958) is a Japanese graphic designer, a professor at the Musashino Art University and, since 2002, the art director for Muji. Hara has been awarded many prizes, such as the Japanese

Cultural Design Award.  
Pet-tecture: Design for Pets  
Sheila Hicks Weaving as  
Metaphor  
Where They Create  
Spacesuit  
Modern Scandinavian  
Architecture  
Creative Studios Shot by  
Paul Barbera  
An inspiring, surprising, and fun  
collection of contemporary design  
for pets of different shapes, sizes,  
breeds, and species The perfect  
book for design-conscious pet  
owners and animal lovers alike, Pet-  
tecture presents an irresistible  
assortment of hundreds of houses  
and objects by the world's leading  
designers, created with our furred  
and feathered friends in mind - from

cats and dogs to birds, rabbits, horses, fish, mice, guinea pigs - even kangaroos and turtles! Whether it's playful cat trees, concrete dog homes, luxury chicken coops, 3D-printed fish tanks, or a dog-shaped cat scratcher, Pet-tecture has the incredible range of design for animals covered. This compact and portable book includes works by some of the biggest names in global architecture and design, including Nendo, Kenya Hara, Sou Fujimoto, MAD Architects, Kengo Kuma, and Shigeru Ban. From the publisher of Nanotecture and Mobitecture.

“Fuller brings Africa to life, both its natural splendor and the harsher

realities of day-to-day existence, and sheds light on her parents in all their humanness—not a glaring sort of light, but the soft equatorial kind she so beautifully describes in this memoir.” —Bookpage A story of survival and war, love and madness, loyalty and forgiveness, Cocktail Hour Under the Tree of Forgetfulness is an intimate exploration of Fuller’s parents, whom readers first met in Don't Let's Go to the Dogs Tonight, and of the price of being possessed by Africa’s uncompromising, fertile, death-dealing land. We follow Tim and Nicola Fuller hopscotching the continent, restlessly trying to establish a home. War, hardship, and tragedy follow the family even

as Nicola fights to hold on to her children, her land, her sanity. But just when it seems that Nicola has been broken by the continent she loves, it is the African earth that revives and nurtures her. Cocktail Hour Under the Tree of Forgetfulness is Fuller at her very best. Alexandra Fuller is the author of several memoirs: Travel Light, Move Fast, Leaving Before the Rains Come and Don't Let's Go to the Dogs Tonight.

The first book to present a comprehensive overview of postwar Japanese design For the Japanese, the concept of design is not limited to functionality or materiality--it is deeply connected with ancient culture and rituals. In this sense, a



chair is much more than what you sit on, a cup more than what you drink from: these objects are to be reflected upon, to be touched and cherished. As mass manufacture became widespread in the post-war period, fascinating cross-cultural exchanges began to take place between Japan and the West. And in recent years, a new generation of designers has taken Japanese creativity into entirely new territory, reconceptualizing the very meaning of design. Showcasing over 80 designers, hundreds of objects, and contributions from both Japanese and Western designers inspired by Japan, this volume will remain the definitive work on the subject for many years to come.

How the twenty-one-layer Apollo spacesuit, made by Playtex, was a triumph of intimacy over engineering. When Neil Armstrong and Buzz Aldrin stepped onto the lunar surface in July of 1969, they wore spacesuits made by Playtex: twenty-one layers of fabric, each with a distinct yet interrelated function, custom-sewn for them by seamstresses whose usual work was fashioning bras and girdles. This book is the story of that spacesuit. It is a story of the triumph over the military-industrial complex by the International Latex Corporation, best known by its consumer brand of "Playtex"—a victory of elegant softness over engineered hardness, of adaptation

over cybernetics. Playtex's spacesuit went up against hard armor-like spacesuits designed by military contractors and favored by NASA's engineers. It was only when those attempts failed—when traditional engineering firms could not integrate the body into mission requirements—that Playtex, with its intimate expertise, got the job. In *Spacesuit*, Nicholas de Monchaux tells the story of the twenty-one-layer spacesuit in twenty-one chapters addressing twenty-one topics relevant to the suit, the body, and the technology of the twentieth century. He touches, among other things, on eighteenth-century androids, Christian Dior's New Look, Atlas missiles, cybernetics

and cyborgs, latex, JFK's carefully cultivated image, the CBS lunar broadcast soundstage, NASA's Mission Control, and the applications of Apollo-style engineering to city planning. The twenty-one-layer spacesuit, de Monchaux argues, offers an object lesson. It tells us about redundancy and interdependence and about the distinctions between natural and man-made complexity; it teaches us to know the virtues of adaptation and to see the future as a set of possibilities rather than a scripted scenario.

From Inspiration to Innovation

Mevis & Van Deursen

The Design Museum Opening

Exhibition

Ex-formation

Joe Hisaishi's Soundtrack for My Neighbor Totoro

This text examines the small woven and wrought works artist Sheila Hicks has produced over years. Focusing on 100 Hicks miniatures from many public and private collections, it includes three informative essays as well as illustrations of the artist's related drawings, photographs and chronology.

Shades of White is a pure celebration of all the brilliant white hues, and how they work in harmony with different textures inside the home. White is magical. It can illuminate a space, or it can be a blank slate, allowing other

d é cor in the room to shine. Whether your style is rustic, modern, romantic, vintage or classic, Fifi O'Neill will show you that there is a perfect shade of white for you. With beautiful commissioned photography, Fifi showcases twelve dazzling homes that have mastered using shades of white throughout. From fresh to cosy, sophisticated to shabby chic, white is classy, adaptable and timeless. Shades of White showcases interior inspiration for using white in any setting, pairing the infinite shades with different textures such as wood and metal, or even with other colours, to create stylish and stunning interiors. What made the Sopranos finale one of the most-talked-about events in

television history? Why is sudoku so addictive and the iPhone so darn irresistible? What do Jackson Pollock and Lance Armstrong have in common with theoretical physicists and Buddhist monks? Elegance. In this thought-provoking exploration of why certain events, products, and people capture our attention and imaginations, Matthew E. May examines the elusive element behind so many innovative breakthroughs in fields ranging from physics and marketing to design and popular culture. Combining unusual simplicity and surprising power, elegance is characterized by four key elements—seduction, subtraction, symmetry, and sustainability. In a

compelling, story-driven narrative that sheds light on the need for elegance in design, engineering, art, urban planning, sports, and work, May offers surprising evidence that what 's "not there" often trumps what is. In the bestselling tradition of *The Tipping Point*, *Made to Stick*, and *The Black Swan*, *In Pursuit of Elegance* will change the way you think about the world.

"Gripping and true in all ways. This fine, affecting memoir will stay with me for a very long time." —Meg Wolitzer, author of *The Female Persuasion*

"In this vividly written memoir novelist O ' Hara shares a painful but ultimately beautiful account of her daughter Caitlin ' s life



with cystic fibrosis. . . . Her compelling story will resonate with anyone seeking a light in the darkest depths of grief. ” —Library Journal In the vein of *The Year of Magical Thinking* and *Beautiful Boy*, an emotionally raw and inspiring memoir that illuminates a mother ’ s grief over the loss of her adult child and considers the hope of soulful connections that transcend the boundary of life and death. When their only child was diagnosed with cystic fibrosis (CF) at the age of two, Maryanne O ’ Hara and her husband were told that Caitlin could live a long life or be dead in a matter of months. Thirty-one years later, Caitlin lost her battle with this devastating disease

following an excruciating two-year wait on the transplant list and a last-minute race to locate a pair of healthy lungs. The sudden spiral of events left Maryanne in an existential crisis, searching to find an answer to the eternal question: Why we are here? During her final years, Caitlin had become a source of wisdom and comfort for her mother—the partner with whom she shared a deep spiritual quest to understand what it meant to have a soul. After Caitlin ’ s passing, Maryanne began to notice signs—poignant, persistent synchronicities that seemed to lean toward proof of Caitlin ’ s enduring presence. Weaving together a series of interconnected meditations with

illuminating glimpses of life rendered via text messages, e-mails, and journal entries, *Little Matches* is a profound reflection on life and death, motherhood, the pain of chronic uncertainty, and finding inspiration in the unexpected sparks that light our way through the darkness.

*In Pursuit of Elegance*

*Fashioning Apollo*

*NASA Graphics Standards Manual*

*A Memoir of Finding Light in the Dark*

*Weiss*

*Readings from the Field*

Featuring the work of photographer Paul Barbera, this book documents creativity in 32 Japanese studios.

Photographer Paul Barbera presents

his next volume in the Where They Create series – this time with a different approach, by exploring the theme of his series through geographical locales. Reinvigorated by his first visit to Japan in five years, he makes this country the starting point of this new volume. Through the lens of creative spaces, Barbera chronicles his journey as he uncovers how contemporary Japanese design, art and creative thinking, has influenced and inspired the world (and vice versa). Barbera's search is simple and clear: he only visits the studios of people whose work he loves and admires, and who have inspiring spaces. For this book, Barbera was invited to shoot the studios of 32

creatives like Anrealage, Kengo Kuma, Wonderwall, Nendo, Tadao Ando, Tokujin Yoshioka, Toyo Ito and many more. Interviews with these creators reveal how their daily environment influences their output. Features Successor to the first portfolio book of Paul Barbera, which was an inspiring publication created out the successful weblog (wheretheycreate.com) The subjects of this book come from all walks of life artists, architects and graphic designers to fashion designers and a flower artists – with engaging stories of how they have arrived at ‘ where they create ’ .The book provides a rare view into the surroundings of some of the greatest Japanese creative

minds of our time. Additional interviews with experts on Japanese design shed some light and personal insights on the country ' s creative thinking.

Explore the enduring beauty of Japanese design through some 250 objects, ranging from bento boxes, calligraphy brushes, and Shoji sliding doors to Noguchi ' s Akari lamp, the iconic Kikkoman soy sauce bottle, and a modern&hyphen;day kimono designed by Issey Miyake. Printed on craft paper and bound in the traditional Japanese style, WA features stunning, full&hyphen;page illustrations and an introduction by MUJI art director Kenya Hara. In front of the backdrop of recent

disasters Kenya Hara founded the platform "house vision" in order to contemplate possible new ways of living in the post-industrial age, while at the same time combining sustainable architecture with the latest technology. Containing essays by renowned architects and artists, House Vision continues where the eponymous exhibition left off. Toyo Ito, the winner of this year's Pritzker Prize, develops a vision of a house for a nostalgic future. Sou Fujimoto invents a "Powerhouse," which unites all electronic applications in itself; the flower artist Makoto Azuma designs walls with plants, and Hiroshi Sugimoto invokes native materials, using them to design futuristic ways of

living. This publication sheds light on this Japanese project from a western standpoint, offering generally applicable ideas for architecture and life in the future. With contributions by Makoto Azuma, Masataka Baba, Joshiaki Fujimori, Sou Fujimoto, Kenya Hara, Kunio Harimoto, Atsumi Hayashi, Hidemitsu Hori, Akira Ichikawa, Jun Inokuma, Toyo Ito, Masaaki Kanai, Norio Kanayama, Kengo Kuma, Muneaki Masuda, Toshiharu Naka, Yuri Naruse, Ban Shigeru, Hirokazu Suemitsu, Hiroshi Sugimoto, Naoya Toida, Sadao Tsuchiya, Riken Yamamoto, Hiroya Yoshizato.

Beskrivelse: Wabi-sabi is a beauty of things imperfect, impermanent, and



incomplete. It is a beauty of things modest and humble. It is a beauty of things unconventional.

Muji

WA: The Essence of Japanese Design

Graphic Design Theory

Designing Design

Why the Best Ideas Have Something

Missing

Architecture Depends

Imparts a true sense of the magical light that has shaped great buildings in

Denmark, Finland, Norway, and Sweden

For Kenya Hara, design begins with comprehension of the unknown. In

contrast to 'information,' 'exformation' describes how little we really know and

thus becomes the starting point for any type of design. Based on a range of

projects the book describes what 'exformation' can look like in design practice and how this concept alters our classic understanding of information design. Following the path embarked on in *Designing Design* (2007) and its successor, *White* (2010), *Ex-formation* continues to explore the void, absence, and indeterminacy in contemporary design.

*Graphic Design Theory* is organized in three sections: "Creating the Field" traces the evolution of graphic design over the course of the early 1900s, including influential avant-garde ideas of futurism, constructivism, and the Bauhaus; "Building on Success" covers the mid- to late twentieth century and considers the International Style, modernism, and postmodernism; and "Mapping the

Future" opens at the end of the last century and includes current discussions on legibility, social responsibility, and new media. Striking color images illustrate each of the movements discussed and demonstrate the ongoing relationship between theory and practice. A brief commentary prefaces each text, providing a cultural and historical framework through which the work can be evaluated. Authors include such influential designers as Herbert Bayer, L'szlo Moholy-Nagy, Karl Gerstner, Katherine McCoy, Michael Rock, Lev Manovich, Ellen Lupton, and Lorraine Wild. Additional features include a timeline, glossary, and bibliography for further reading. A must-have survey for graduate and undergraduate courses in design history,

theory, and contemporary issues, Graphic Design Theory invites designers and interested readers of all levels to plunge into the world of design discourse.

To accompany The Design Museum's opening exhibition, which explores the anxiety and optimism inherent in contemporary design *Fear and Love*, published to accompany the major exhibition that will open the Design Museum's highly anticipated new home in Kensington, London, examines the role of design in the twenty-first century. It proposes that, in a rapidly changing world, design is defined by both anxiety and optimism. Organized by five key themes - Network, Empathy, Body, Earth and Periphery - the book explores design's relationship to emotive issues.

Eleven leading figures from across the spectrum of design provide a wide-ranging set of attitudes to design in our times: Andrés Jaque/Office for Political Innovation, OMA, Madeline Gannon, Metahaven, Hussein Chalayan, Neri Oxman, Christien Meindertsma, Ma Ke, Kenya Hara, Arquitectura Expandida and Rural Urban Framework.

Where They Create: Japan

Encyclopedia of Flowers

Nature Design

Little Matches

Shades of White

Shanshui City

Representing a new generation of designers in Japan, Kenya Hara (born 1958) pays tribute to his mentors, using long overlooked Japanese icons and images in much of his work. In

Designing Design, he impresses upon the reader the importance of emptiness in both the visual and philosophical traditions of Japan, and its application to design, made visible by means of numerous examples from his own work: Hara for instance designed the opening and closing ceremony programs for the Nagano Winter Olympic Games 1998. In 2001, he enrolled as a board member for the Japanese label MUJI and has considerably moulded the identity of this successful corporation as communication and design advisor ever since. Kenya Hara, alongside Naoto Fukasawa one of the leading design personalities in Japan, has also called attention to himself with

exhibitions such as Re-Design: The Daily Products of the 21st Century. The NASA Graphics Standards Manual, by Richard Danne and Bruce Blackburn, is a futuristic vision for an agency at the cutting edge of science and exploration. Housed in a special anti-static package, the book features a foreword by Richard Danne, an essay by Christopher Bonanos, scans of the original manual (from Danne's personal copy), reproductions of the original NASA 35mm slide presentation, and scans of the Managers Guide, a follow-up booklet distributed by NASA.

Meredith Davis draws on her many years' experience teaching graphic design students to explain complex

theories with total clarity, encouraging readers to evaluate existing design work critically, and to use theoretical frameworks to enhance their own studio practice.

Where they Create documents thirty studios where creativity takes place by showing the work of interior photographer Paul Barbera.

Japanese Design Since 1945

Naoto Fukasawa: Embodiment

新 先史時代 - 一〇〇の動詞

Less and More

Kenya Hara: Designing Japan

The Design Ethos of Dieter Rams

This book contains images of hundreds of designer Dieter Rams's products as well as his sketches and models from Braun stereo systems and electric shavers



to the chairs and shelving systems that he created for Vitsoe and his own company sdr+. In addition to the rich visual presentation of his designs, this book contains new texts by international design experts that explain how the work was created, describe its timeless quality, and put it into current context.

This very popular design book has been wholly revised and expanded to feature a new dimension of inspiring and counterintuitive ideas to thinking about graphic design relationships. The Elements of Graphic Design, Second Edition is now in full color in a larger, 8 x 10-inch trim size, and contains 40 percent more content and over 750 images to enhance and better clarify the concepts in this thought-provoking resource. The second edition also

includes a new section on Web design; new discussions of modularity, framing, motion and time, rules of randomness, and numerous quotes supported by images and biographies. This pioneering work provides designers, art directors, and students--regardless of experience--with a unique approach to successful design. Veteran designer and educator Alex. W. White has assembled a wealth of information and examples in his exploration of what makes visual design stunning and easy to read. Readers will discover White's four elements of graphic design, including how to: define and reveal dominant images, words, and concepts; use scale, color, and position to guide the viewer through levels of importance; employ white space as a significant component of

design and not merely as background; and use display and text type for maximum comprehension and value to the reader. Offering a new way to think about and use the four design elements, this book is certain to inspire better design. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and

thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

Nothing about Dutch graphic design duo Mevis & van Deursen conforms to type. Praised for their innovative but clear presentation, they have designed everything from artist's books for Gabriel Orozco and Rineke Dijkstra to an official government stamp commemorating the marriage of Dutch Crown Prince Willem-Alexander, based on the number two, since the wedding date was 02-02-02.

This book represents a range of work from the past 15 years, mostly books but also posters and smaller pieces.

However, the artists have chosen not simply to present the work again but to make it new through collage and

reinterpretative interplay, thus "recycling" their innovative designs. "Nature has been a source of inspiration in the design of the human environment, and its influence on contemporary design is more than evident. The "model of nature," with its forms, structures, and organizing principles, does not only inspire the widest range of concept and design processes, but also can be expressed in a broad spectrum of forms and functions. Nature Design addresses this phenomenon from the eighteenth century until today, and presents an international selection of objects and projects from the fields of design, architecture, landscape architecture, art, photography, and scientific research that do not simply depict or imitate nature, but use it as a starting point and reservoir

of inspiration for eclectic and innovative responses to the relationship between man and his environment." --Book Jacket.

Nordic Light

Poemotion 2

Growing Up Underground

Cleaning

An entertaining coming-of-age memoir from Steven Heller, award-winning designer, writer, and former senior art director at the New York Times. Featuring 100 color photographs, *Growing Up Underground* takes readers on a visually inspired look back on being at the center of New York's youth culture in the 1960s and 1970s. Steven Heller's memoir is no chronological trek through the hills and valleys of his comparatively "normal" life, but instead, a coming-of-age tale whereby, with luck and circumstance, he found

himself in curious and remarkable places at critical times during the 1960s and '70s in New York City. Heller's delightful account of his life between the ages of 16 and 26 shows his ambitious journey from the start of his illustrious career as a graphic designer, cartoonist, and writer. Follow his journey through stints at the New York Review of Sex, Screw, and the New York Free Press, until he became the youngest art director (and occasional illustrator) for the New York Times Op-Ed page at age twenty-three.

This fascinating monograph provides an unprecedented view into the inner workings of Muji, one of the most influential brands leading sustainable design.

Volume 1 consists of abstract black and white graphical patterns. Volume 2 has abstract color graphical patterns. Volume 3 has abstract graphic and geometric shapes. All images and patterns are set in motion as

the sheet of moire film is moved over them.  
Thinking: Objects: Contemporary  
Approaches to Product Design discusses influences on modern product design such as globalization, technology, the media and the need for a sustainable future, and demonstrates how readers can incorporate these influences into their own work. The book also discusses how readers can learn to read the signals an object sends, interpret meaning and discover historical context. Thinking: Objects provides an essential reference tool that will enable you to find your own style and succeed in the industry.