



Taschen  
PRODUCT DESIGN IN THE SUSTAINABLE ERA (IEP)

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MI

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## PRODUCT DESIGN IN THE SUSTAINABLE ERA (IEP)

### **Designing products with future generations in mind**

Sustainability is not a passing fashion, and people are constantly searching for more information, products and innovations in this area. Designers, in turn, are responding with elegant, efficient, low-impact products that look towards a sustainable future. This book brings together **over 180 such innovative and award-winning projects from over 20 countries**, launched by leading design offices and companies worldwide, including IDEO, IBM, and New Deal Design.

Featuring reusable products from water bottles and diapers to solar- and wind-powered goods; clocks that run by reacting with soil; air and water purifiers; coffins and urns for sustainable funerals; paper made from elephant and sheep dung—as well as eco-friendly chocolates, bikinis, guitars, energy efficient appliances and much more—**this is a state-of-the-art update on the sustainable revolution in product design.**

### **The author:**

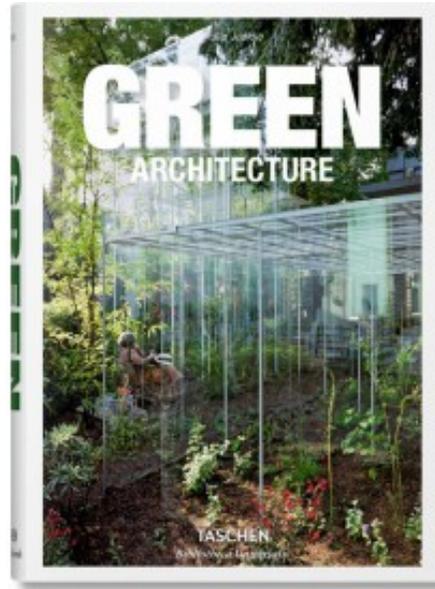
Dalcacio Reis was born in Brazil and trained as a product designer in Rio de Janeiro before joining Ana Couto Branding & Design, one of the region's top branding offices. After managing several projects in Latin America, Reis pursued an MBA in Sustainable Business, in order to help shape a new era of product development and consumer behaviour.

**Julius Wiedemann** studied graphic design and marketing, and was an art editor for digital and design magazines in Tokyo. His many TASCHEN titles include *Illustration Now!*, *Logo Design*, *Jazz Covers* and *Information Graphics*.



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