



Taschen
IL DESIGN DALLA A ALLA Z

Charlotte & Peter Fiell

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IL DESIGN DALLA A ALLA Z

Form meets function

The industrial designs that shape our lives

If you take even the slightest interest in the design of your toothbrush, the history behind your washing machine, or the evolution of the telephone, you'll take an even greater interest in **this completely updated edition** of *Industrial Design A–Z*.

Tracing the evolution of industrial design from the Industrial Revolution to the present day, the book bursts with **synergies of form and function** that transform our daily experience. From cameras to kitchenware, Lego to Lamborghini, we meet the individual designers, the global businesses, and above all the genius products, that become integrated into even the smallest details of our lives.

Alongside star designers like **Marc Newson** and **Philippe Starck**, and major global brands like **Braun**, **Samsung**, and **Apple**, lesser-known and newcomer entries such as **Brompton Bicycles** and **Enercon** wind turbines attest to product design's restless pace, as well as to today's most pressing challenges and priorities to which it must turn its creative invention.

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The authors:

Charlotte & Peter Fiell have written numerous TASCHEN books, including *1000 Chairs*, *Design of the 20th Century*, *Industrial Design A–Z*, *Scandinavian Design*, *Designing the 21st Century*, *Graphic Design for the 21st Century*, *1000 Lights* and *Contemporary Graphic Design*. They also edited TASCHEN's *Decorative Art* series and the 12-volume *domus 1928–1999*.

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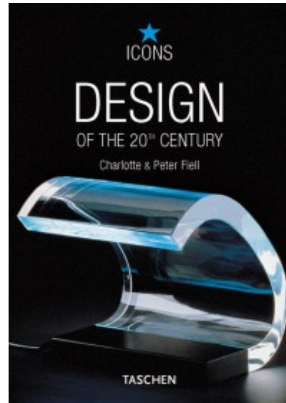


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