

CONTENTS

List of Sidebar Excerpts 7

PREFACE

Defining Design 8

DESIGN AND DECORATION

CHAPTER 1

**Design and Industry
(1750 to 1860)** 16

Industrialization 18

Style and Ornament 26

Design Reform 34

CHAPTER 2

**Life, Art, and Design
(1860 to 1910)** 42

Arts and Crafts Movement 42

Aesthetic Movement 49

Art Nouveau 56

DESIGN AND FORM

CHAPTER 3

**Birth of Modern Design
(1900 to 1940)** 64

From Ornament to Form 64

Simplicity 71

Standardization and Rationalization 76

CHAPTER 4

**Design and the European
Modern Movements
(1910 to 1930)** 87

Cubism and Its Impact 87

Suprematism and Constructivism 96

De Stijl 99

CHAPTER 5

**European Modernism
(1920 to 1940)** 103

Modernism and the Machine Style 103

Machine Modernism at the Bauhaus 105

Machine Modernism Elsewhere 112

Modernism and the Organic Style 116

CHAPTER 6

**Industrial Design
(1930 to 1940) 121**

- Streamlining and Styling 121
- Industrial Design in the United States 128
- Design in Europe 133
- The World of Tomorrow 137

CHAPTER 7

**Modern Design for Everyone
(1940 to 1965) 139**

- Wartime Innovations 141
- Good Design 146
- Beyond Good Design 153
- Design in Europe and Japan 157

CHAPTER 8

**Revolutionary and Postmodern Design
(1960 to 1985) 168**

- Cutting-Edge Materials and Processes 169
- High-Tech 176
- Radical Design 178
- Postmodernism 182

CHAPTER 9

**Design and the Consumer
(1980 to 2000) 191**

- Expressive Design 191
- Engaging Materials, Forms, and Technology 196
- Choices 202
- Low-Tech 205

CHAPTER 10

**Responsible Design
(since 1970) 209**

- Critique of Industrial Design 210
- Self-Reliance 213
- Care for the Planet 216
- Design for Individuals 221

DESIGN AND TECHNOLOGY

CHAPTER 11

**Design in the Digital Age
(since 2000) 230**

- Smart Products and Processes 231
- Ornament Made Modern 237
- Conceptual and Critical Design 240

CHAPTER 12

**Extending Design
(since 2000) 244**

- Design Thinking 244
- Design Making 246

- For Further Reading 251
- Sources for Sidebar Excerpts 253
- References for Quotations 255
- Image Credits 261
- Acknowledgments 268
- Index 269