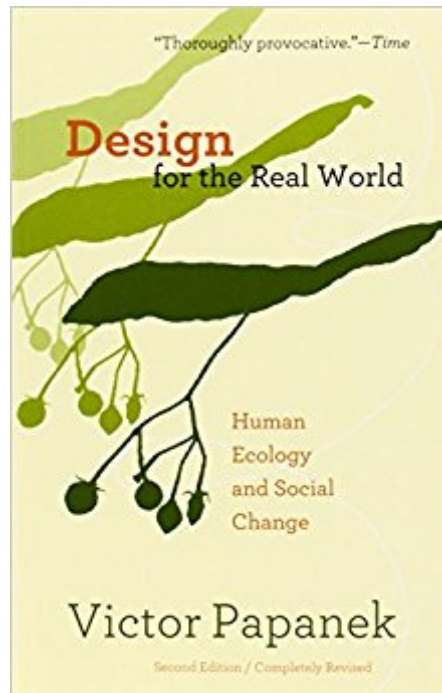




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# Design For The Real World: Human Ecology And Social Change



## Synopsis

Design for the Real World has, since its first appearance twenty-five years ago, become a classic. Translated into twenty-three languages, it is one of the world's most widely read books on design. In this edition, Victor Papanek examines the attempts by designers to combat the tawdry, the unsafe, the frivolous, the useless product, once again providing a blueprint for sensible, responsible design in this world which is deficient in resources and energy.

## Book Information

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## Customer Reviews

"Thoroughly provocative." [—â• Time](#)"The book is wonderfully alive, and full of examples to instruct, amuse or horrify. The enthusiasm and verbal exuberance of Papanek as he rips away the pretensions, hypocrisies and vices of the real world are always stimulating." [—â• Arthur Conway, New Scientist](#)

Although most of Dr. Papanek's work had been in product design, his background included architecture and anthropology. He taught or chaired departments at universities in Canada, the United States, Denmark, Sweden and England. In recognition of his work to create a closer understanding between the impoverished Third World and technologically advanced countries, he was nominated for the Alternative Nobel Prize. In 1981 he received the ICSID/Kyoto Honours Award for his development of a communications device for the governments of Tanzania and Nigeria. He was also senior design consultant to Volvo of Sweden, to the government of Papua New Guinea

and to a medical lighting firm in Australia. From 1981 he was permanent J.L. Constant Distinguished Professor at the School of Architecture and Urban Design at the University of Kansas in Lawrence. Dr. Papanek died in 1998.

A must reading for any aspiring designer. Papanek's arguments not only hold their validity through this day and age but they seem to be more relevant.

Everything ok, excellent quality, arrive on time and a good price!

Very inspiring and should be considered as required reading for any responsibly thinking product designer. Of course, some of those product designers might decide to not become product designers after reading the book.

You don't have to be a designer to read this book. I think that anyone would find it absolutely fascinating, educational and a great read, but I wish that it was required reading for every designer.

Many citizens think design means fashion, color choices or the latest consumer trends. Papanek clearly shows that real design should be about improving the way our world, and our society should work. This is a must read for any student of design, engineering or technology. In fact, it should be required reading in all engineering and design schools. Parakeet diapers and examining the way maple keys spread seeds...priceless.

It is amazing how some voices can come from the past and still be contemporary. This is a must read for anyone studying or practicing design. Papanek was a visionary in the truest sense of the word and offers answers to issues that researchers in the field of design for sustainability are still searching.

I got this book for my senior thesis paper on sustainable design, and I was amazed at the wealth of information I found inside. Be sure to read the preface before you dive into it as it provides a little more context. I'd recommend it to any graphic designer, industrial designer, or architect who wants to apply their skills to the real world.

This book should be recommended reading for all designers. A great deal of this book's focus tends

to be upon developing for third world nations. This book was for many the start on thinking about preservation while designing. It can be a bit pessimistic at times but it is the truth of matter when developing any sort of product.

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