

Books Received

Mary Catharine Johnsen (MCJ); Victor Margolin (VM)

Reza Abedini and Hans Wolbers. *New Visual Culture of Modern Iran: Graphic Design, Illustration, Photography*. West New York, NY: Mark Batty Publisher, 2006. ISBN 0977282724; 159 pages, chiefly color illustrations.

Examples of recent graphic media of all types showing the expressive power of calligraphy and typography in the Arabic script.

Henry Adams. *Viktor Schreckengost: American da Vinci*. Edited by Sunny Morton. Windsor, CT: Tide-mark Press, Ltd., 2006. ISBN 1594902208 (pbk); 213 pages.

Retrospective monograph of prolific designer (industrial and theater) who brought us the riding lawn mower and the little red wagon.

&FORK. London: Phaidon Press Limited, 2007. ISBN 9780714847689 (hbk); 444 pages with 1082 illustrations (994 colored).

Sequel to *Spoon* of recent work by 100 international furniture and product designers.

Josef Albers. *Interaction of Color*. Revised and expanded edition. New Haven: Yale University Press, 2006. ISBN 0300115954 (pbk); 160 pages; 40 color illustrations, 16 line drawings.

Essential. Affordable (\$15) edition of the carefully printed lessons and examples to study and awaken your color sense and discipline (in case you can't see the rare 1963 original plates). This edition adds color studies and is produced better than 1971 edition.

Alan Bartram. *Futurist Typography and the Liberated Text*. New Haven: Yale University Press, 2006. ISBN 030011432X; 160 pages, 100 b/w, 36 color illustrations.

Bartram places Futurist typography within the context of contemporary movements with examples from 80 books.

Bloemink, Barbara, Brooke Hodge, Ellen Lupton, Matilda McQuaid. *Design Life Now: National Design Triennial 2006*. New York: Cooper-Hewitt, National Design Museum, 2006. ISBN 0910503982; 224 pages. Color illustrations.

The catalog of the most recent Cooper-Hewitt Triennale. Projects cover all phases of design from scenography and furniture to graphics and robots. Extensive color illustrations are combined with short texts on the designers or design firms responsible for each project. VM

Giampiero Bosoni. *Il Modo Italiano: Italian Design and Avant-garde in the 20th Century*. [Montréal]: Montreal Museum of Fine Arts, 2006. Also Skira. ISBN 8876245375 (Skira hbk); 397 pages, color illustrations, references.

Covering the whole century, this book is the comprehensive catalogue of a traveling exhibition first held at the Montreal Museum of Fine Arts. Essays, exhibition catalog, and brief biographies of the designers.

Botar, Oliver A.I. *Technical Detours: The Early Moholy-Nagy Reconsidered*. New York: Art Gallery of the Graduate Center, City University of New York, 2006. ISBN 1599713578; 207 pages. Black and white and color illustrations.

The catalog of an exhibition that focuses on Moholy-Nagy's early years. Chapters are devoted to his activities in Hungary as a writer and artist, his early encounters in Vienna and Berlin, and his initial success as a Constructivist artist in Germany. VM

Mourad Boutros. *Arabic for Designers*. West New York, NJ: Mark Batty Publisher, 2005. ISBN 0976224550; 224 pages, color illustrations.

Covers both calligraphy and Arabic typography and typeface development with more than 200 examples and case studies for all 2-D media. [Editor's pick—MCJ]

Brunnström, Lasse, ed. *Svensk Industridesign en 1900-Talhistoria (Swedish Industrial Design)*. Stockholm: Prisma, 2004. ISBN 9151843870 (pbk); 427 pages. Black and white and color illustrations. In Swedish.

A collection of essays by Swedish scholars on the history of industrial design in Sweden. Topics covered include house-wares, appliances, automobiles, trains, and airplanes, and biographies of well-known designers. VM

Cesar Domela: Typographie, Photomontages & Reliefs. Strasbourg: Musées de Strasbourg, 2007. ISBN 978235125048-8 paperback; 160 pages. Color and black and white illustrations. In French.

The catalog of an exposition of typography, photomontages, and three-dimensional reliefs by the Dutch artist, Cesar Domela. He was active in the Netherlands, France, and Germany, where he was involved with the New Typography movement and also organized an important exhibition of photomontage. Contents include an interview, critical essays, and rarely seen visual material. VM

Design and Art Edited by Alex Coles. London: Whitechapel; Cambridge, MA: MIT Press, 2007. ISBN 0262532891 (pbk); 208 pages. [Documents of contemporary art]

Design philosophy collection edited by London-based art critic that surveys key debates by practitioners and critics, putting the design world and art world in dialogue. Contributions by Archigram, K. Dorst, V. Flusser, G. Nelson, L. Orta, R. Poynor, M. Tafuri and others.

Davidson, Russ, ed. *Latin American Posters: Public Aesthetics and Mass Politics*. Essays by David Craven, Teresa Eckmann, Tere Romo, and Ilan Stavans. Santa Fe: Museum of New Mexico Press, 2006. ISBN 9780890134924 (pbk); 188 pages. Color illustrations.

The catalog of an exhibition of Latin American political posters from the Sam L. Slick Collection. Essays by knowledgeable scholars complement the beautifully reproduced color reproductions. Posters from Cuba, Chile, Argentina, Brazil, Peru, and the United States address themes of imperialism, human rights, feminism, culture, and others. VM

Design Denied: the Dynamics of Withholding Good Design and Its Ethical Implications. Edited by Michael LaCoste; introduction by Stanley Tigerman. Chicago: Archeworks Chicago, 2005. ISBN 0975340522; 118 pages, diagrams.

By the students at the Archeworks alternative design school. Reports on three-year investigation.

Design Spaces edited by Thomas Binder and Maria Hellström. Finland: Edita Publishing Ltd., 2005. ISBN 9518267928; 203 pages; photos, drawings.

Twenty-five contributors report on design research in Finland that focuses on designing mobile, ubiquitous, wearable and proactive information technologies.

Durant, Sam, ed. *Black Panther: The Revolutionary Art of Emory Douglas*. Contributions by Sonia Sanchez, Kathleen Cleaver, Colette Gaiter, Greg Jung Morozumi, Amiri Baraka, and St. Clair Bourne. New York: Rizzoli, 2007. ISBN 0847829948 (pbk); 223 pages. Color illustrations.

A book dedicated to the popular art of West Coast African-American artist Emory Douglas. Besides art directing the newspaper of the Black Panther Party, Douglas created posters, prints, photomontages, and drawings depicting themes of radical black politics in the 1960s and early 1970s. VM

Richard B. Doubleday. *Jan Tschichold, Designer: the Penguin Years*. Aldershot: Lund Humphries, 2006. Published in the U.S. by Oak Knoll Press, New Castle. ISBN 1584561785; (hbk); 240 pages with 110 illustrations (79 in color).

Jan Tschichold (1902–1974) arrived at Penguin Books in 1947 and was asked to “create a uniform design that could be applied to mass production.” The iconic brand system includes Penguin Composition Rules and King Penguin standard grids. Over 100 reproductions.

Espinoza, Eduardo Castillo. *Puño y Letra: Movimiento Social y Comunicación Gráfica en Chile (Fist and Letter: Social Movement and Communication in Chile)*. Santiago: Ocho Libros Editores, 2006. In Spanish. ISBN 9568018239; 191 pages. Black and white and color illustrations.

A fascinating book that discusses Chilean graphics in the public sphere beginning with the 19th century. Much of the book is devoted to political graphics in public space, ranging from posters to murals and graffiti. VM

Frascara, Jorge, ed. *Designing Effective Communications: Creating Contexts for Clarity and Meaning*. New York: Allworth Press, 2006. ISBN 1581154996 (pbk); 297 pages. Black and white illustrations.

Papers presented at a conference, “Creating Communicational Spaces,” held at the University of Alberta in 2003. Topics include information design, issues of public space, interaction design, and signage. VM

Klaus Krippendorff. *The Semantic Turn: a New Foundation for Design*. New York: CRC Press of Taylor & Francis Group, 2006. ISBN 0415322200 (hbk); 349 pages, indexed.

The author (professor of cybernetics, language, and culture at the University of Pennsylvania) explores the roles of language, discourse, constructions of self and others, and the cultural meanings in designed things, proposing a redesign of design.

Le Boeuf, Jocelyne. *Jacques Viénot (1893-1959): Pionnier de l'Esthétique Industrielle en France (Jacques Viénot [1893-1959]: Pioneer of the Industrial Aesthetic in France)*. Préface d'Alain Findeli. Rennes: Presses Universitaires de Rennes, 2006. ISBN 2-7535-0231-5. 191 pages; black and white illustrations. In French.

A monograph on the pioneering French industrial designer Jacques Viénot who created the concept of industrial aesthetics in France. Viénot was not only important as a designer but also as a promoter of design publications and organizations. VM

Maan, Dick. *Paul Schuitema: Visual Organizer*. Rotterdam: 010 Publishers, 2006. ISBN 9789064506000 hardback. 134 pages; color illustrations.

Surveys the career of the Dutch designer Paul Schuitema. Though best known for his graphic design, which exemplified the tenets of the New Typography, Schuitema was active in other fields including photography, furniture design, and film. The author discusses all these activities and provides a lot of new visual material. VM

Nunoo-Quarcco, Franc, ed. *Paul Rand: Modernist Design*. [Issues in Cultural Theory 6] Baltimore: Center for Advanced Visual Culture, University of Maryland Baltimore County, 2003. ISBN 1521-1223 (pbk); 392 pages. Black and white and color illustrations.

A tribute to the American graphic designer Paul Rand that includes short essays from many who knew him as well as an extensive visual display of his work and a timeline and bibliography. VM

Ian Noble, Russell Bestley. *Visual Research: an Introduction to Research Methodologies in Graphic Design*. Lausanne, Switzerland; [Worthing]: AVA; London: Distributed by Thames and Hudson, 2005. ISBN 2884790497 (pbk); 192 pages, illustrations, references, index.

Subtitle reads: Investigation, analysis, synthesis, communication, experimentation, audience, craft, production, materials, systems, method, process, semiotics, semantics, rhetoric, design—illustrated with many images. Intended audience seems to be undergraduate students.

Henry Petroski. *Success Through Failure: the Paradox of Design*. Princeton: Princeton University Press, 2006. ISBN 0691122253 (hbk); 235 pages, index.

Case studies of system failures and engineering design. "Failure is an unacceptable difference between expected and observed performance."

Polster, Bernd, Claudia Neumann, Markus Schuler, and Frederick Leven. *The A-Z of Modern Design*. London and New York: Merrell, 2007. ISBN 9781858943305; 540 pages, color illustrations.

A lavishly illustrated encyclopedia of modern design that includes entries on important designers, design firms, manufacturers, and products. Each entry includes color photographs, a brief descriptive text, and a chronology of significant dates related to the subject of the entry. VM

John Pruitt and Tamara Adlin. *The Persona Lifecycle: Keeping People in Mind Throughout Product Design*. San Francisco: Morgan Kaufmann Publishers, of Elsevier Inc., 2006. ISBN 0125662513 (pbk); 724 pages, index, photos, charts, diagrams.

Methodology, analyses, case histories, guidelines. Essential and useful for all in user-centered design.

Markus Rathgeb. *Otl Aicher*. London: Phaidon Press Limited, 2006. ISBN 0714843962 (hbk); 240 pages, 431 illustrations, (256 in color), bibliography, index.

Monograph on the career of great graphic designer, visual communication expert and teacher. Otl Aicher (1922–1991) gave us the 1972 Munich Olympics. Excellent production, fine example of how thoughtful use of a grid makes it easier for the reader to apprehend and enjoy the book.

Real Dutch Design 06/07: Industrial Design, Craft Related Design, Environmental Design, Interactive Media, Packaging Design/Industrieel Ontwerp, Vrije Vormgeving, Ruimtelijk Ontwerp, Interactieve Media, Verpakkingsontwerp/Industriedesign, Kunstgewerbe, Raumgestaltung, Interaktive Medien, Verpackungdesign. Amsterdam: BIS Publishers, 2006. Published in association with Beroepsorganisatie Nederlandse Ontwerpers BNO, Amsterdam. Distributed in U.S. by Gingko Press Inc., Corte Madera. ISBN 9063690827 (hbk); 358 pages, 985 color illustrations. and...

Real Dutch Design 06/07: Graphic Design, Illustration/ Grafisch Ontwerp, Illustratieve Vormgeving/ Grafikdesign, Illustration. Amsterdam: BIS Publishers, 2006. ISBN 9063690819; 568 pages, 1820 illustrations.

Jam-packed reference books. Essential surveys. But user-unfriendly with heavy paper, small type and unstable cardboard covers.

Maria Redström. Johann Redström and Ramia Mazé. *IT + Textiles*. Finland: Edita Publishing Oy, 2005. ISBN 9518267936 (pbk); 144 pages, color photos.

For smart textiles, this book reports the work of a research team that “combined textile and interaction design, electrical engineering, philosophy and the behavioural sciences to find new approaches to issues of use and context, form and aesthetics, practice and theory.” www.tii.se/ittextiles

Schneider, Beat. *Design – Eine Einführung: Entwurf Im Sozialen, Kulturellen und Wirtschaftlichen Kontext (Design – An Introduction: Development of the Social, Cultural, and Economic Context)*. Basel, Boston, Berlin: Birkhäuser—Verlag für Architektur, 2005. ISBN 9783764372415; 289 pages, color and black and white illustrations. In German.

The book is divided into two sections—design history and design debates. In the first section, the author recounts the dominant themes and trends in design since the late 19th century and in the second section he discusses some of the key social and political issues related to the history of design including colonialism, gender, and ecology. He also discusses issues of design theory and research. VM

Sterling, Bruce. *Shaping Things*. (designer, Lorraine Wild; editorial director, Peter Lunenfeld). Cambridge, MA: MIT Press, 2005. ISBN 0262603267 (pbk); 152 pages.

Technosocial transformation and the future as seen by a science-fiction novelist-journalist predicting that *things* in the future will be inter-connected with histories, identities, metrics and relationships in a technosocial world. Excellently designed book that enhances the reading and thinking experience.

Stanislaus van Moos, Mara Campana and Giampiero Bosoni. *Max Huber*. London: Phaidon, 2006. ISBN: 0714845477 (hbk); 232 pages, chiefly color illustrations.

Monograph on Huber’s prolific career with essays and portfolios on architecture and design, politics, sport, industry (early work), Milan years, music, La Rinascente, mass media, publishing, industry (late works), textile industry, food industry, and stationery.

Los Carteles de Tàpies y la Esfera Pública (Posters of Tàpies in the Public Sphere). Barcelona: Fundació Antoni Tàpies, 2006. ISBN 88488786255 (pck); 209 pages, color illustrations. In Spanish.

A catalog of posters by the Spanish painter Antoni Tàpies. Done for art exhibitions, other cultural events, and political causes, the posters exemplify force of Tàpies’s gestural painting and drawing style. VM

Ann Thorpe. *The Designer’s Atlas of Sustainability*. Washington: Island Press, 2007. ISBN 1597260991 (hbk); 1597261009 (pbk); 225 pages, diagrams, color photos, bibliographical references, index.

Complex environmental aspects of industrial design and sustainable development presented in clear graphics, maps, diagrams and photographs with examples of projects. Textbook potential (paperback \$29.95); the author tested her ideas in an undergraduate sustainable product design program.

Carlo Vinti. *Gli Anni dello Stile Industriale 1948–1965*. Venice: Marilio Editori S.P.A. for Università IUAV de Venezia, 2007. In Italian. (www.marsilioeditori.it) ISBN 883179109.

History and philosophy of Italian industrial design with major chapters on Olivetti, Pirelli, Cornigliano and others. Scholarly references, color photographs.

Willemien Visser. *The Cognitive Artifacts of Designing*. Mahwah, NJ: L. Erlbaum Associates, 2006. ISBN 0805855114 (hbk); 264 pages, bibliographic references, index.

He discusses other key design theories and then proposes his own “design as a construction of representations.” Comprehensive bibliography.