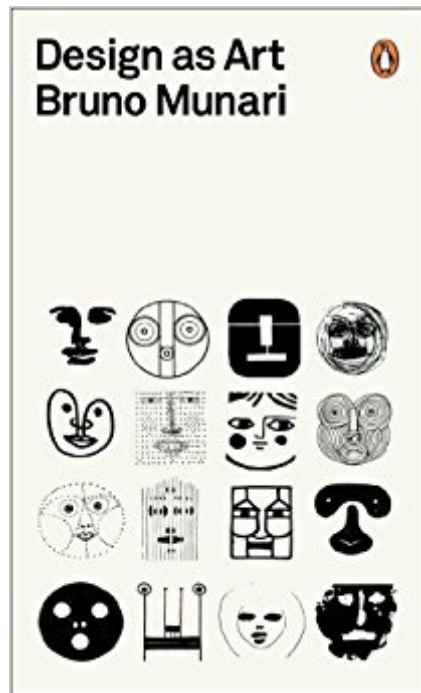




The book was found

Design As Art (Penguin Modern Classics)



Synopsis

One of the last surviving members of the futurist generation, Bruno Munari's *Design as Art* is an illustrated journey into the artistic possibilities of modern design translated by Patrick Creagh published as part of the "Penguin on Design" series in Penguin Modern Classics. Bruno Munari was among the most inspirational designers of all time, described by Picasso as "the new Leonardo." Munari insisted that design be beautiful, functional, and accessible, and this enlightening and highly entertaining book sets out his ideas about visual, graphic, and industrial design and the role it plays in the objects we use everyday. Lamps, road signs, typography, posters, children's books, advertising, cars, and chairs—these are just some of the subjects to which he turns his illuminating gaze. How do we see the world around us? The Penguin on Design series includes the works of creative thinkers whose writings on art, design, and the media have changed our vision forever.

Book Information

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Customer Reviews

"One of the most influential designers of the twentieth century. . . Munari has encouraged people to go beyond formal conventions and stereotypes by showing them how to widen their perceptual awareness." —International Herald Tribune

Text: English, Italian (translation) --This text refers to an out of print or unavailable edition of this

title.

Classic work.

Buy this book! Doesn't matter if you're a designer, anyone artistic will benefit from this book. The chapters are short; they're more monographs on a wide variety of subjects. Mostly, Munari makes you think. Have you ever realized that a car is mobile sculpture?

The intro to his book, when he talks about modern design, is completely timeless. You'll see a designer like him every so often, influencing many others to do great work.

Writing in a smooth yet profound way. The book has many chapters, which make it easy to read. I read it in airports and planes (a long trip) and it kept me laughing, it has a fine dose of sarcasm, and learning, Munari doesn't take art and design issues lightly but he remains the best example, other than Italo Calvino himself, of the six principles for literature. I learned more about design and art in those sheets than anywhere else.

A fascinating study of design and how artistic choices are made. Highly recommended.

Must read book! The author makes it easy to read and follow.

cool book, easy to read. i'm a graphic designer and I learned a lot from this book

A beautiful book by the 'Leonardo Da Vinci' of product design and the master of playful graphic design to make the kids react and understand. You can learn a lot from this book. About the simplicity in our place we live, in our life and the objects we buy. To do this, Bruno Munari makes a study in Japanese traditional way of living.

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