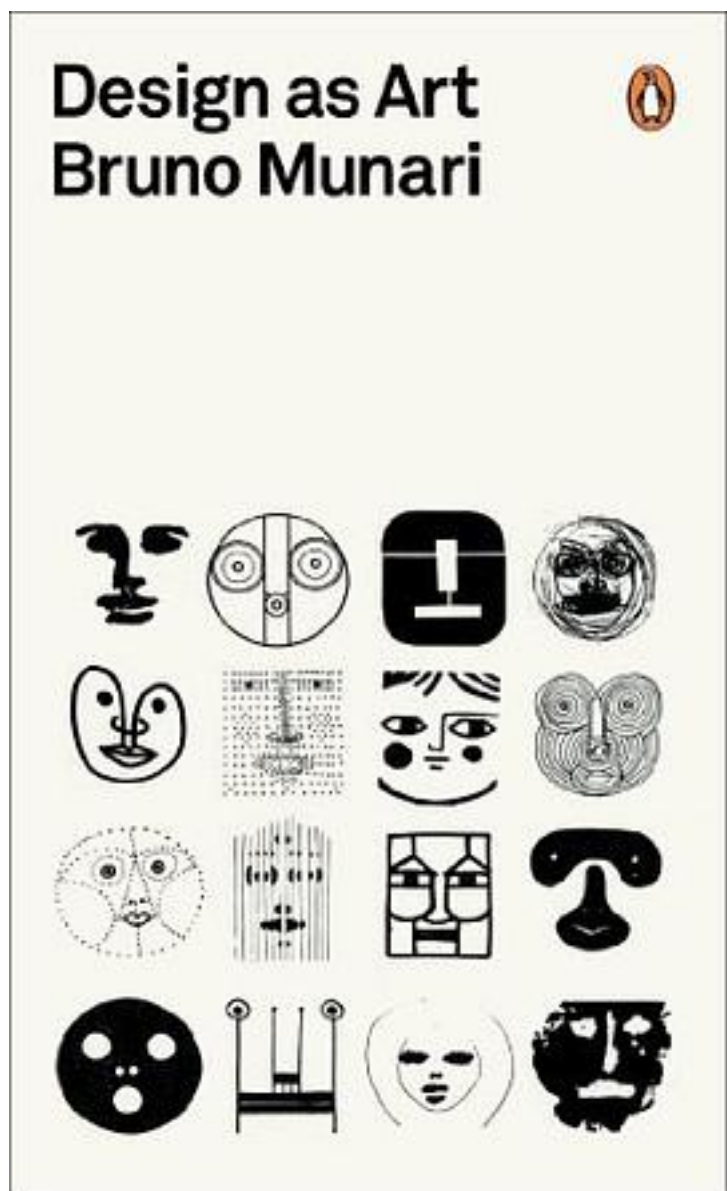


Design as Art



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著者: Bruno Munari

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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. 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.

作者介绍:

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.

目录:

[Design as Art_ 下载链接1](#)

标签

设计

design

艺术

Bruno_Munari

art

BrunoMunari

艺术与设计

平面设计

评论

虽然年代久远，但很值得翻译引进。为了稳固自己在消费主义时代获取的地位，设计逐渐向创意、交互界面、用户研究、设计思维、设计管理方面拓展，但设计的美学纬度真的做得很到位了吗。尤其是国内。所以我觉得这本书很有必要在国内出版

不是他观点老，而是这的确是那个年代的创见。老头在差不多50年前就开始预先post postmodernism了。无疑日吹。对自然以及随之而来的理想的functional design的极端崇尚使他更靠近一位发明家。吐槽空气动力学棺材、意呆大理石地板和节日的fancy goods真的肥肠可爱。

理論有些老，讀讀還是不錯的

a little bit hard to read

读了一半，挺有意思的。

a designer's argument over the function of a designer.
爷爷的意思就是虽然老子作为设计师看似论为了高贵冷艳的艺术和少数暴发户的阶下囚，但是了解人类需求并且为人类解决问题的还是窝们伟大的设计师！（research design不是很明白啊！）

力荐就装逼了，理论有点老但有不少值得学习借鉴。

非常赞的书！！读起来上瘾诱发人想象

原来还可以这样看！有一些章节真是想要背下来，特别有趣！

好好笑

法文版没有书目，就在这标记了。

逛街买到的，也是凭直觉拿了起来，工业设计那章很好看，解释了宜家家居为什么那么设计hhhh

A bunch of proposals and critiques on how to live a seamless and smooth life

art will knock your inner door unconsciously

这老头太可爱 列举餐具那一章笑死我了

good design is not forcing something to become something else but helping the material to do what it naturally does best

平衡／答案。

符号诗真的有惊艳到我。

很棒的一本理论书，提供了很多有趣的设计思路

设计就是把曾经存在于另一个时空并与我们不相干的艺术，变成和这个时空的生活有关的东西。

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书评

上海九久买了这本书的中文版权，有毛遂自荐想翻译的么？
（有兴趣翻译的可私信聊聊，有效期一个月） 因为前面买了 MUNARI 1945系列，马上出版了。就是那套很惊艳的，MUNARI1945年为自己的儿子设计的9本图画书。很喜欢MUNARI，就索性把这本版权也买来了。

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