

# cube collection



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What is more important ? form or function? Is it old phrase ?form follows function? (Louis Sullivan) still valid today? Judge for yourself ? by browsing the following pages. There you?ll find both new inventions and new designs for old inventions. Once again, Zeiss ? the collaboration between the Berlin-based publishing house Feierabend unique Books and the design agency 12ender ? has asked designers from all around the globe to submit their newest designs and prototypes. Some are aesthetic variations of already established models. Some are entirely new inventions. Sometimes it?s difficult to tell whether the design-idea or the idea for a new item came first. After all, everything ? every tool, gadget, item ? has to be designed in one way or another. Therefore, this book collects both fresh designs for old things and things which ate new in respect to their design and function. More importantly, New Product Design? is like the entire Zeiss ? project in general ? open for everyone. Anyone can participate, regardless if someone?s a professional or an amateur. The collection includes useful things and inventive designs as well as some humorous stuff. Some designs are clearly indebted to the still ongoing revival of classic and futuristic sixties design, some seem to refer to the eighties, while others point to the future. But despite these elements and quotations they?re all firmly rooted in the here and now. That?s what makes New Product Design relevant ? it showcases the wide range of current

product design. You probably won't find any of this at your local IKEA store. But then again ? who knows .ILLUSTRATIONS Colour throughout .

更重要的是什么？形式或功能？它是一句老话？形式服从功能？（路易斯沙利文）今天仍然有效？法官为自己？浏览以下网页。有你呢？终有一天会发现两个新的发明和旧发明的新设计。再次，Zeixs？柏林之间的合作为基础的费拉本德独特的书籍和设计机构12ender出版社？要求设计师来自世界各地提交的最新设计和原型。有些是已经建立的模型的审美差异。有些是全新的发明。有时？拧很难判断的设计理念，或一个新项目的想法首先出现。毕竟，一切呢？每一个工具，工具，物品？要设计这样或那样。因此，这本书收集的旧事物，在吃东西方面的设计和功能的新新鲜的设计。更重要的是，新产品设计？像整个Zeixs是什么？在一般项目？每个人开放。任何人都可以参加，无论是否有人？山专业或业余。该系列包括有益的东西和创造性的设计，以及一些幽默的东西。一些设计显然感激和未来派的经典设计，60年代的复苏仍在继续，一些似乎是指20世纪80年代，而另一些指向未来。但是，尽管这些因素和报价吗？重新都坚定地植根于此时此地。这？什么使新产品设计有关？它展示了目前的各种产品设计。你可能赢了？吨找到当地的宜家商店其中的任何。但是，有一次？谁知道。画集颜色全。

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