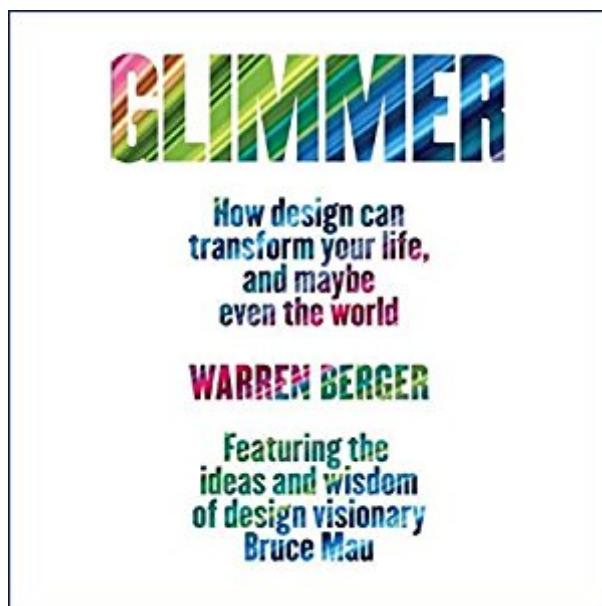


The book was found

Glimmer: How Design Can Transform Your Life And Maybe Even The World



Synopsis

Can great design transform people's lives? And can we all learn from the way great designers think? For a new generation of designers, such as Bruce Mau and Yves Behar, the answer to both questions is an unequivocal 'Yes'. To them, design is more than just a question of fashion or taste; it's a way of asking fundamental questions in order to solve complex problems. In *Glimmer*, award-winning journalist Warren Berger shows how these visionary thinkers are taking design principles out of the studio and applying them to the tough issues of today, from making medicines safer to counteracting the threats of global warming. By approaching seemingly intractable problems with simple thought-processes that often seem counter-intuitive - 'ask stupid questions', 'embrace constraint' - designers are creating 'glimmer moments', when a life-changing ideas crystallise in the mind, and coming up with breathtakingly innovative solutions. --This text refers to the Hardcover edition.

Book Information

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Customer Reviews

Despite my verbalized commitment to live life by design and not default, I never thought to mine the minds of those who mastered the art and science of "Design." Specially, to look to them for insights, practices and secrets by which I might benefit. Thanks to Warren Berger, those design fundamentals were delivered to me in a provocative, interesting and useful framework. Just as with Berger's other book, *A More Beautiful Question*, in *CAD Monkeys*, *Dinosaur Babies* and *T-Shaped People*, I gained a fresh perspective on living my life that will be part of how I process it moving forward. For those looking to see their lives newly, and create them consciously and by design, I

recommend this book.

Enticing look into the world of design today and it's ever evolving definition and application. The text meanders at times, but time and time again offers a taste of what is possible if we adopt design thinking into our careers, communities, and personal lives.

Great read for anyone looking for a new perspectives and ideas relating to design and development! I'm using this for my major.

Excellent book

Warren Berger gave me back the gift of thought and thinking.

Entertaining read on creative thinking

It is a must read for practitioners, students and everybody looking for spark their life and working skills. As a mindset, design can change the world around us.

This book is a nice surprise. It takes this big question -- what is design? -- and answers it in a sweeping book written in a thoroughly entertaining and readable style. Berger pulls the reader into the subject with plenty of fascinating and compelling anecdotes and interviews with a wide-ranging group of design stars. Think Malcolm Gladwell writing about design and its many facets. Glimmer explains designers' innovative approaches to taking on -- and solving -- such disparate problems as making a readable and useable prescription pill bottle, to getting a million teenagers to stop smoking, to accessing clean water to supply a small African village. Berger uses the design philosophy of Bruce Mau (to whom everything, including one's life, is a design project) to put in context the endless possibilities of what design can achieve, and on the way, improve our lives. This book presents a fascinating and hopeful look at design, and shows us how a "glimmer" could just maybe change the world. (OH -- and the illustrations and graphics add a very nice touch.)

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