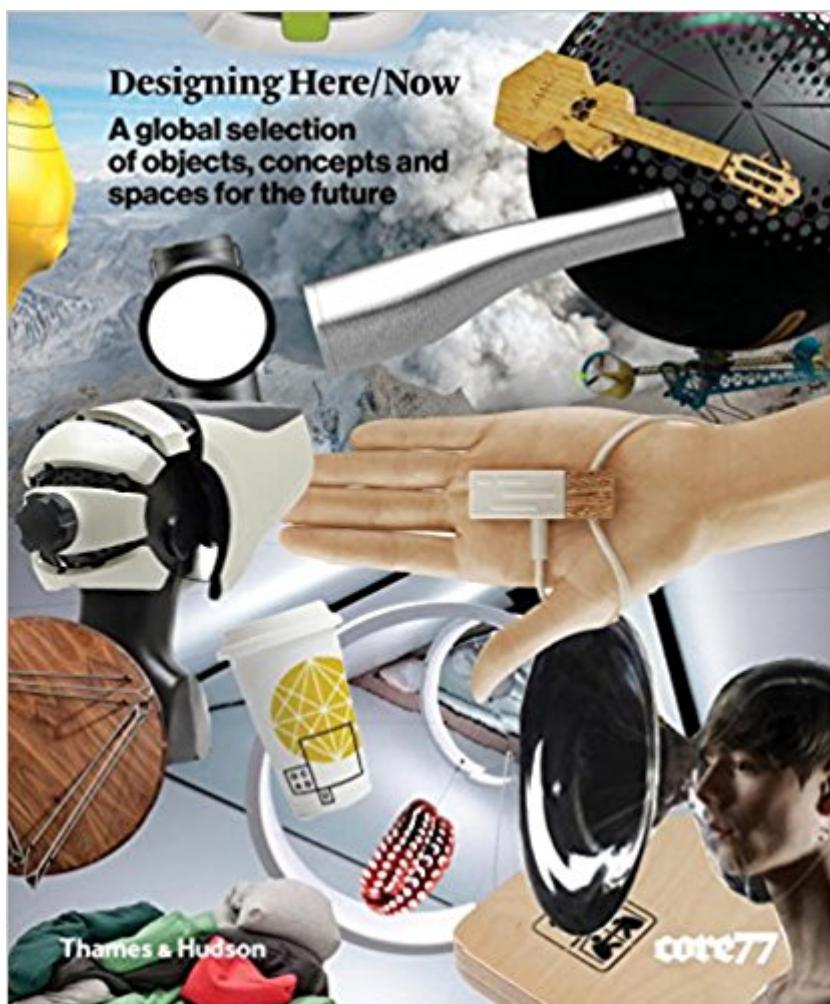


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# Designing Here/Now: A Global Selection Of Objects, Concepts And Spaces For The Future



## Synopsis

An ambitious global compendium of the most thoughtful and innovative design objects invented or produced in the past five years, compiled by experts at Core 77. It is difficult to keep pace with the most relevant design innovations, but Core 77 has been presenting the design world's best work since 1995. Considered by some to be one of the very first online magazines, Core 77 works with many of the leading design agencies and design-led companies, such as Apple, Nike, Philips, DuPont, Braun, and many others. For the past several years, it has hosted a unique set of design awards, juried by the world's design experts, which has attracted a dazzling spectrum of international practices. From consumer products to speculative ventures, from transportation to visual communication, from design writing to food design, the entrants and winners of the Core77 Design Awards capture the spirit and preoccupations of the design industry, and the best work chosen by panels of jury members that include design luminaries from the U.S., Europe, India, and China. Designing Here/Now includes over 500 objects at the leading edge of all fields of design, presented in topical categories and selected by the world's most influential critics, curators, and educators. 600 color illustrations

## Book Information

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## Customer Reviews

Allan Chochinov is a founding partner and editor-in-chief of Core77. He is the chair and co-founder of the MFA in Products of Design Program at New York's School of Visual Arts. Eric Ludlum is a founding partner and editorial director of Core77.

great product

Good product, good job.

Browsing the pages of Core 77's *Designing Here/Now* for the first time gave me the same thrill I used to get when the Sears Roebuck Christmas catalog arrived. For those too young to remember when Sears was actually considered a cool retailer, the arrival of the merchant's annual catalog -- a Manhattan-phone-book-sized tome -- was the equivalent of celebrating Black Friday from the comfort of your sofa. Every page of this massive, 443-page work features a description and a photo of something marvelous or startlingly innovative -- things you look at and think, "Wow. That's clever! Why didn't somebody think of that before?" More than once, I found myself wishing I could click over to a shopping cart and load up. Still, this book is more than just a compendium of unique products. It showcases juried examples of design at its best: solutions to problems, rendered elegantly, economically, and beautifully. One would expect no less from Core 77, the New York-based organization and design site that has done so much to build community and evangelize design since its founding more than 18 years ago. Still, one doesn't have to be a designer or, for that matter, even have more than a rudimentary understanding of design, to appreciate the objects and spaces featured in this book. It's enough just to open its pages and marvel at the imagination and ingenuity of people who thought to create such things as a handbag that will charge your phone, a pup tent easy assembled by the disabled, or a laundry bag that will turn your grubby skivvies into a punching bag. Now that's hard-working design!

Very nice volume of recent design innovations. Not just a book of pictures but includes descriptions and case studies so you can actually understand the rationale and impetus behind the design and design objectives. The paper is flimsy and the images are not dense and saturated so as far as the physical, the book seems cheap. But the content is worthwhile.

Great to read a quality design awards publication with such breath. It gives you an immediate sense of the moment in design, a snapshot of the world's best. Well done Core 77 and look forward to buying another one next year!

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