



Iconic Designs: 50 Stories about 50 Things

From Bloomsbury Visual Arts



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Iconic Designs is a beautifully designed and illustrated guide to fifty classic 'things' – designs that we find in the city, in our homes and offices, on page and screen, and in our everyday lives. In her introduction, Grace Lees-Maffei explores the idea of iconicity and what makes a design 'iconic', and fifty essays by leading design and cultural critics address the development of each iconic 'thing', its innovative and unique qualities, and its journey to classic status.

Subjects range from the late 19th century to the present day, and include the Sydney Opera House, the Post-It Note, Coco Chanel's classic suit, the Sony Walkman™, Hello Kitty™, Helvetica, the Ford Model T, Harry Beck's diagrammatic map of the London Underground and the Apple iMac G3.

This handsome volume provides a treasure trove of 'stories' that will shed new light on the iconic designs that we use without thinking, aspire to possess, love or hate (or love to hate) and which form part of the fabric of our everyday lives.

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Editorial Review

Review

“This survey of iconic designs predominantly from the mid-19th century to the present is mainly focused on objects from the US and Europe. The designs represent a wide range of creative achievement, including architecture, engineering, industrial design, graphic design, and fashion ... *Iconic Designs* opens with a thought-provoking essay regarding the term *iconic* and how it should be applied to manufactured commodities ... by providing insights into iconic designs, this book informs readers' understanding of design beyond the examples provided, and the bibliography offers opportunities to delve more deeply into the discussion of design excellence. **Summing Up:** Recommended. All readership levels.” ?C. B. Cannon, Brand Library and Art Center, *CHOICE*

About the Author

Grace Lees-Maffei is Reader in Design History in the School of Creative Arts at the University of Hertfordshire, UK and is co-editor of *The Design History Reader* (Bloomsbury 2010) and *Made in Italy* (Bloomsbury 2013). She is also the editor of *Writing Design* (Bloomsbury 2011) and *Design at Home* (2013).

Users Review

From reader reviews:

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