



## **DESIGN NOW!**

**Charlotte & Peter Fiell**

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With mass-production and novelty winning the battle over quality and substance, *Design Now!* brings forth the pioneers and forward thinkers of the design world. Each designer and design has its place, continuing the revolutionary movement of pushing the boundaries of design.

*Design Now!* is an innovative and provocative look at the contemporary world of design. Leading industry members and companies display their unique and often daring ideas in the ever-changing design world. Ninety leading designers and design-led manufacturing companies from around the world, such as Matali Crasset and Alfredo Häberli, take contemporary design to new heights, demonstrating the newest inventions in lighting, furniture, consumer electronic equipment, product architecture and environmental design. Taking simple concepts in design and putting a new imaginative spin on them, this fascinating read explores how far design has come.