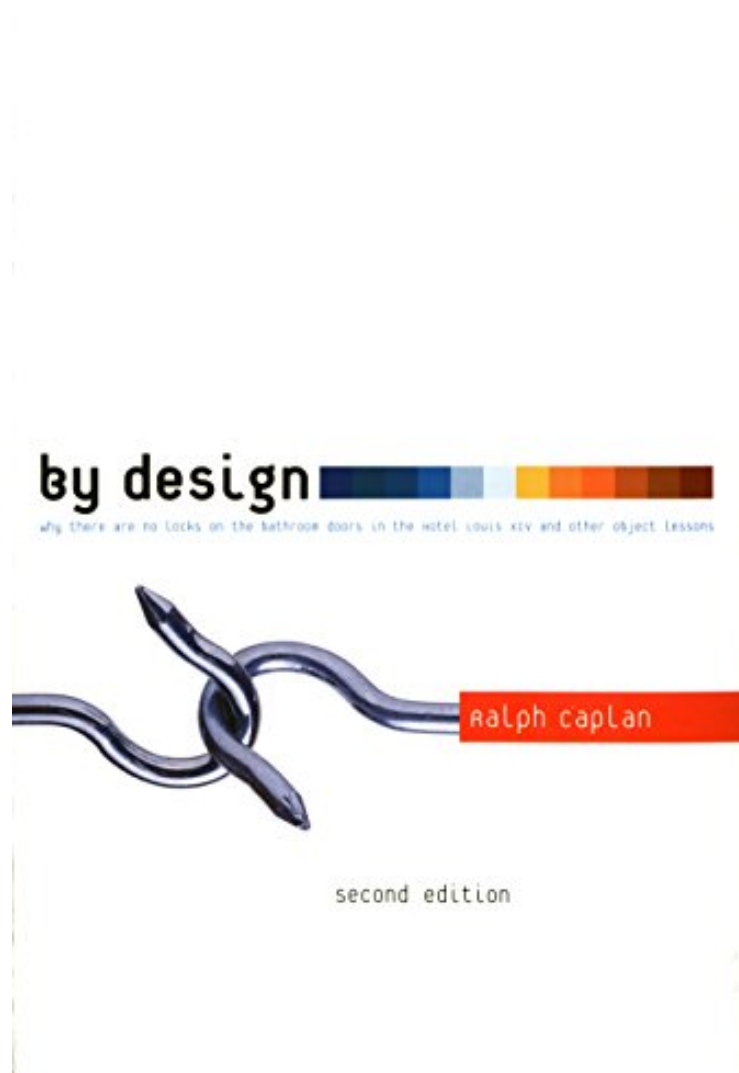


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By Design 2nd edition: Why There Are No Locks on the Bathroom Doors in the Hotel Louis XIV and Other Object Lessons

Ralph Caplan

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Ralph Caplan : By Design 2nd edition: Why There Are No Locks on the Bathroom Doors in the Hotel Louis XIV and Other Object Lessons before purchasing it in order to gage whether or not it would be worth my time, and all praised By Design 2nd edition: Why There Are No Locks on the Bathroom Doors in the Hotel Louis XIV and Other Object Lessons:

1 of 1 people found the following review helpful. Down to the depths of the ideology of design
By machine_punk
This is a book about design, written by an author who is not a designer. It is basically a bunch of essays on ideas surrounding the concept of design. What is a designer? History of design. How designers see themselves and how others see them. This book isn't going to teach you anything about the actual practice of design. It is going to open your mind about the idea of designing and being a designer. As far as that goes, this is about as deep as I can imagine any book going on one topic. Many of his comments and ideas were eye opening--but I didn't always agree with his conclusions. Some of the concepts were interesting to me and I enjoyed reading his perspective on them. Some of the concepts left me bored to tears by the end of the chapter and a little mystified at how he reached that conclusion with the evidence he just presented. To me, there is value in the fact these concepts were explored, even if I don't agree with his conclusion. This book is definitely a catalyst for thought. Overall, it is a recommended read--if you are a deep thinker by nature and have any interest in the field of design. If you don't care much about the "why" of design, I'd skip this book. There really isn't much about the 'how' of design here, despite the subtitle. If the subtitle is what draws you to this book, you will find the reason there are no locks on the bathroom doors, eventually, but you won't find much else about 'how to design' or 'clever design ideas,' unless they are used as supporting evidence for his exploration of the ideology of design.
3 of 3 people found the following review helpful. Much more than one would expect
By Nicola Michel
This review is of the first edition (1982.)
By Design is an analysis of the design profession: where it came from, what designers do and don't do, what they do well and what they do badly, what design is and is not. This book should be of interest to anyone from layman to professional designer. Caplan writes in a very fluid style with a wonderful sense of humor and wit. By Design is truly a joy to read! Caplan delves into product design; the design of chairs; how designers interact with each other, engineers, and clients; and the relationship between design and art. There is a lot more to it than would appear from my description, however; Caplan looks at the big picture, the connections, the emotions and interactions between people and products. The longest section is about whether designers could design situations and possibilities rather than merely products. The point Caplan tries to make is that even though design is often preoccupied with relatively inconsequential tasks, it has the potential to solve some of humanity's greater problems. Highly recommended!
12 of 13 people found the following review helpful. A Great Book For Anyone in the Product Business
By John Matlock
This outstanding book is said to be aimed at design students, professionals, or anyone else who could benefit from a fuller appreciation of the design process. And yes, I have to agree, it is. More important to me however is the presentation in this book of the essence of what design is all about. This is the kind of book that the financial people behind a new big hotel should read. It is the book that a product development engineer should read before he starts working with his industrial designer. This is the book that nearly any business manager from marketing, to engineering, to sales, should read. The first time I travelled to Scandinavia I was struck with the simple elements of design that they do so much better than we do in this country. Simple things like the design of hotel doors, no more expensive than what we do here, just better. And the sub-title, 'why there are no locks on the bathroom doors in the Hotel Louis XIV' -that's a great story, it makes such eminent sense. A special problem, a great design, see page 179.

An inspiring resource for design students, professionals or anyone else who could benefit from a fuller appreciation of the design process, *By Design* vividly shows how design affects our most significant human activities. A network of engrossing stories illuminate the process as it applies to industrial design, interior design, fashion design, graphic design and the design of business and social situations. It is the perfect accompaniment to a broad area of foundation courses for designers-in-training. This new edition of the popular classic features updated examples of timeless ideas, illustrated in full colour. A concluding chapter discusses what has, and has not, changed since the first edition, examining design responses to radical technological development and shifting consumer demands. An elegant foreword by Paola Antonelli of the Museum of Modern Arts Department of Architecture and Design reintroduces the book to a fresh generation of readers.

By Design is easy to read, entertaining . . . and full of simple but profound insights about the design profession. -- Roberto Rengel, professor of professor of environment, textiles and design, University of Wisconsin-Madison
Ralph Caplan's *By Design* will probably change the way you look at your world, rendering it less common. -- Rob Forbes, Founder of Design Within Reach
Ralph Caplan's writing on the subject of design is always both entertaining and profound. -- Milton Glaser
This book is captivating! --Katherine Ankersen, associate professor of architecture, University of Nebraska-Lincoln
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From the Inside Flap
An inspiring resource for design students, professionals, or anyone who could benefit from a fuller appreciation of the design process. *By Design* vividly shows how design affects our most significant human activities. A network of engrossing stories illuminate the process as it applies to industrial design, interior design, fashion design, graphic design, and social situations. This new edition of a popular classic features updated examples of timeless ideas, illustrated in full color. A concluding chapter discusses what has, and has not, changed since the first edition, examining design responses to radical technological developments and shifting consumer

demands. An elegant foreword by Paola Antonelli of the Museum of Modern Arts Department of Architecture and Design reintroduces the book to a fresh generation of readers. About the Author Ralph Caplan writes about design for both professional and consumer publications, speaks about design to both professional and general audiences and consults with designers and their clients. His articles have appeared in magazines and journals such as Design Quarterly, Interior Design, The New York Times and House and Garden, and his other books include The Design of Herman Miller and the forthcoming Cracking the Whip, a series of essays on design and its side effects. He has a wide-ranging client list that includes the American Institute of Architects, the Center of Advanced Research in Design, the Office of Charles Ray Eames, Herman Miller Inc., IBM, CBS, The Smithsonian Institution, Hallmark Cards and UNESCO. Many design schools, universities with design departments, museums and professional design societies have invited Caplan to speak. A former editor-in-chief of I.D. magazine, he is also a Director Emeritus of the International Design Conference in Aspen.