



World History of Design

By Victor Margolin

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"Authored by pre-eminent design scholar Victor Margolin, World History of Design is an indispensable new multi-volume work, providing a comprehensive and detailed historical account of design from prehistory to the end of the twentieth century"--

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World History of Design By Victor Margolin Bibliography

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Editorial Review

Review

Victor Margolin's epic World History of Design charts the practice's perceptual shift in approach from pragmatic to artistic ... In the annals of design histories, [World History of Design] is perhaps the most exhaustive effort yet undertaken ... The book is unique for its inclusivity, which reaches far beyond Western design research's usual orbit. -- Steven Heller The Atlantic Writing the World History of Design is a Herculean task. Design historian Victor Margolin felt some concern when the project started ballooning. He had no idea that the book he began fifteen years ago would explode into an encyclopedic multi-volume set ... a resource for scholars and students of design, art history, history, anthropology and sociology, as well as a resource for professional designers. Each chapter has an extensive bibliography, providing scholars with a jumping-off point for further research. -- Toni Nealie New City Margolin brings a humanistic take on design history ... At a time when Jony Ive's creations for Apple are as much status symbol as a technological advance, Margolin believes that the discipline's potential lies in solving big problems and the creation of culture, not just the newest products. This philosophy informs his forthcoming book, [World History of Design], a multi-volume set 15 years in the making that evolved from a textbook into a narrative tracing the arc of creativity and innovation, and how it shapes society. -- Patrick Sisson Chicago Tribune An ambitious and impressive project ... Both new and experienced scholars will discover an abundance of new material on little-known topics ... World History of Design encapsulates a vast body of knowledge within a singular vision ... [and is] more than an essential reference source. Journal of Design History This is the first comprehensive world history of design that plays a crucial part in charting our profession's story - speaking to designers and professionals around the world. It takes a holistic look at design, covering communication and product design, as well as design organisations, policies and publications. Victor's work accurately charts where the future of design should be and inclusively looks at design the world over. This equal treatment of design voices around the world resonates to all of Icoграда members, as one of our core values. -- Iva Babaja, Icoграда President, Croatia For some years there has been considerable debate about the need for a world history of design. Victor Margolin has devoted several years to meet this ambitious challenge and has provided those involved with the history of design - from students and general readers to professional academics and the museums sector - with a rich body of material garnered from thousands of years of human creativity. -- Jonathan M. Woodham, University of Brighton, UK Featured International Council of Societies of Interior Design Margolin informatively places design innovations and changes within historical, cultural and geographical contexts. Library Journal A colossal study of the history of design. Azimuths Journal (Bloomsbury translation) Interviewed ico-D

About the Author

Victor Margolin is Professor Emeritus of Design History at the University of Illinois, Chicago. He is a founding editor and now co-editor of the academic design journal *Design Issues*. His many books include: *The Designed World: images, objects, environments*; *The Politics of the Artificial: Essays on Design*; *Design Discourse: history, theory, criticism*; *Discovering Design: explorations in design studies*

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