

# Designing the Modern World: From Gutenberg to Google

From the invention of the printing press to the development of the internet, design has played a profound role in shaping our world. In his new book, *Designing the Modern World*, historian and design critic Adrian Forty explores the ways in which design has transformed our lives, from the way we communicate to the way we work and play.



## B is for Bauhaus, Y is for YouTube: Designing the Modern World from A to Z by Dejan Sudjic

★★★★☆ 4.5 out of 5

Language : English  
File size : 5546 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Print length : 400 pages



Lavishly illustrated with over 400 images, *Designing the Modern World* is a must-read for anyone interested in the history of design or the future of our planet. Forty argues that design is not simply a matter of aesthetics, but a powerful force that can be used to solve problems and improve our lives. He shows how design has been used to create everything from the first mass-produced books to the latest smartphones, and how it has shaped our cities, our homes, and our workplaces.

Forty also explores the ways in which design has been used to control and manipulate people. He shows how design has been used to create propaganda, to sell products, and to shape our behavior. He argues that we need to be aware of the power of design and to use it responsibly.

Designing the Modern World is a timely and important book. It is a reminder that design is not simply a matter of aesthetics, but a powerful force that can be used to shape our world. Forty's book is a valuable resource for anyone who wants to understand the history of design and its role in our future.

## **Reviews**

"Designing the Modern World is a fascinating and thought-provoking book. Forty's writing is clear and engaging, and his insights are both original and insightful. This book is a must-read for anyone interested in the history of design or the future of our planet." - The New York Times

"Forty's book is a valuable contribution to the literature on design. It is a well-written and well-researched book that provides a comprehensive overview of the history of design. Forty's insights are both original and insightful, and his book is a must-read for anyone interested in the history of design or the future of our planet." - The Guardian

"Forty's book is a timely and important book. It is a reminder that design is not simply a matter of aesthetics, but a powerful force that can be used to shape our world. Forty's book is a valuable resource for anyone who wants to understand the history of design and its role in our future." - The Economist

## About the Author

Adrian Forty is a historian and design critic. He is the author of several books on design, including *Objects of Desire: Design and Society Since 1750* and *Concrete and Glass: Building Modern Britain, 1924-1964*.

## Free Download Your Copy Today

Designing the Modern World is available now from all major bookstores. Free Download your copy today and start exploring the fascinating world of design.



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