

[Download pdf ebook] Make It New: A History of Silicon Valley Design (MIT Press)

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Barry M. Katz, John Maeda
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Barry M. Katz, John Maeda : Make It New: A History of Silicon Valley Design (MIT Press) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Make It New: A History of Silicon Valley Design (MIT Press):

4 of 4 people found the following review helpful. Make it Real...By Jay Wilson Most people know about Silicon Valley's success and some have heard about the part design played in its rise but its history has never been fully documented until now. Barry Katz reveals what it actually took for design to evolve from a subservient position to engineering and marketing into a core competency for innovative companies designing products that people actually want to buy. "Design Thinking" is now a recognized strategy and a methodology to frame ANY problem from a design perspective and the credit goes to those design pioneers who fought the good fight...5 of 5 people found

the following review helpful. Useful history but dry
By John Lilly
Lots of great nuggets in here, and reminders of how many pioneers we owe a debt of gratitude. But a little mixed up organizationally, leaves a lot out, and is a little too much like a laundry list of people and accomplishments.
But important history to know; I'm glad someone started to capture.
0 of 0 people found the following review helpful. Five Stars: A Fascinating History and a Fantastic Read.
By Customer
Barry Katz does a wonderful job in laying out the history of design of Silicon Valley. He defines design as an interdisciplinary effort by engineers and artists who focus on not what products they should make but on how consumers use products. The eclectic mix of perspectives of early industrial designers such as Henry Dreyfuss and contemporary figures as Steve Jobs is an interesting approach in defining global impact of Silicon Valley.
Silicon Valley is also where engineers realized what make good products great is beyond mere ergonomics to include human factors from theories rooted in social sciences.
This book is a must read for those interested in the beginnings of Bay Area design firms, the d.school at Stanford and how individuals of diverse disciplines --not just limited to computer science- as one might believe when hearing the term 'Silicon Valley'-- contribute to writing its history.

California's Silicon Valley is home to the greatest concentration of designers in the world: corporate design offices at flagship technology companies and volunteers at nonprofit NGOs; global design consultancies and boutique studios; research laboratories and academic design programs. Together they form the interconnected network that is Silicon Valley. Apple products are famously "Designed in California," but, as Barry Katz shows in this first-ever, extensively illustrated history, the role of design in Silicon Valley began decades before Steve Jobs and Steve Wozniak dreamed up Apple in a garage. Offering a thoroughly original view of the subject, Katz tells how design helped transform Silicon Valley into the most powerful engine of innovation in the world. From Hewlett-Packard and Ampex in the 1950s to Google and Facebook today, design has provided the bridge between research and development, art and engineering, technical performance and human behavior. Katz traces the origins of all of the leading consultancies -- including IDEO, frog, and Lunar -- and shows the process by which some of the world's most influential companies came to place design at the center of their business strategies. At the same time, universities, foundations, and even governments have learned to apply "design thinking" to their missions. Drawing on unprecedented access to a vast array of primary sources and interviews with nearly every influential design leader -- including Douglas Engelbart, Steve Jobs, and Don Norman -- Katz reveals design to be the missing link in Silicon Valley's ecosystem of innovation.

Hear it from an endlessly awe-inspired expat: a place of unabashed, human-centered positivism, and old-school innovation within the vast and diverse ecosystem of design, Silicon Valley is a testament to the enduring greatness of American applied creativity. Barry Katz's history is a delight for experts and accidental readers alike, as it touches upon so many icons and necessary fixtures of everyday life. (Paola Antonelli, Senior Curator, Architecture Design, and Director, Research Development, The Museum of Modern Art)
Beneath an engaging narrative lies a carefully researched and theoretically grounded understanding of the critical role that design has come to play in the world's most dynamic center of innovation. (Ikujiro Nonaka, Professor Emeritus of International Corporate Strategy, Hitotsubashi University)
This is an astonishing book. Barry Katz brings the history of Silicon Valley design to life. Often surprising, always informative, Make It New takes us to the birth of innovation in a time and place that made today's world what it is. (Ken Friedman, Chair Professor of Design Innovation Studies, Tongji University, and University Distinguished Professor, Swinburne University of Technology)
In Make It New, Barry Katz does a masterful job of telling the story of Silicon Valley's evolution in creative design dating back some 60 years. It is filled with good stories and great insight and is a must-read for anyone in high tech or anyone engaged in product development and marketing. I came away with a much greater appreciation of why design matters and that it is more than skin deep. Make It New is a great primer for understanding how design is an integral part of innovation, quality, user-friendliness, and reflecting the distinctiveness of your brand. (Regis McKenna, author of Total Access and Relationship Marketing)
About the Author
Barry M. Katz is Professor of Industrial and Interaction Design at California College of the Arts, Consulting Professor in the Design Group at Stanford University, and Fellow at IDEO, Inc. He is coauthor of Change by Design, with Tim Brown, and NONOBJECT, with Branko Luki? (MIT Press).