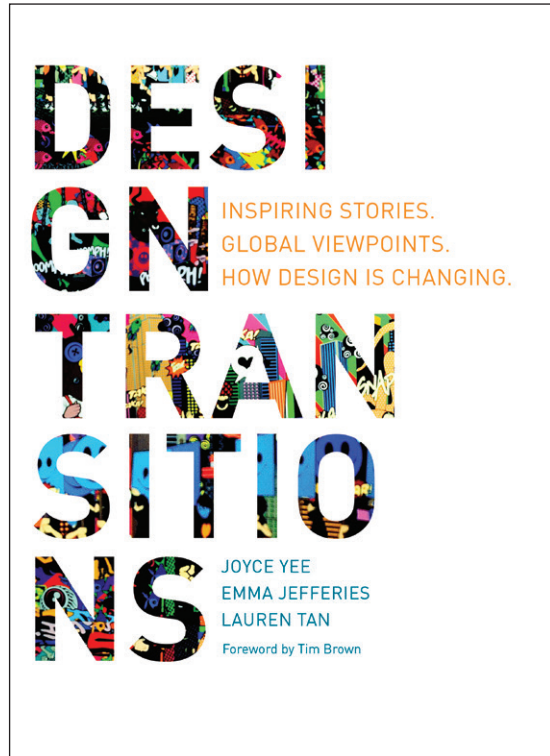


Design Transitions

Inspiring Stories. Global Viewpoints.
How Design is Changing.

Written by Joyce Yee, Emma Jefferies and Lauren Tan,
with a foreword by Tim Brown, CEO and President of IDEO



Press Release September 23, 2013



Discover where design practice is today – and where it will take us in the future.

Design Transitions presents 42 unique and insightful stories of how design is changing around the world. Twelve countries are represented from the perspectives of three different communities: design agencies, organizations embedding design; and design academics.

The authors' journey has taken them across the globe in search of the most innovative design practitioners, and their answers to the question 'How are design practices changing?' From small practices to vast corporations, the renowned to the lesser known: these are the stories of people working at the fringes of the traditional disciplines of design. They have opened up their design worlds to reveal the methods, tools and thinking behind their inspirational work.

Some of the organizations and individuals featured are: Droog, BERG, Fjord, thinkpublic, FutureGov, Hakuodo Innovation Lab, DesignThinkers Group, INSITUM, Optimal Usability, frog Asia, Ziba, Banny Banerjee, EzioManzini, Carlos Teixeira and Adam Greenfield.

Design Transitions is divided into three sections:

Section I: Changing Practices features 25 stories from design practices in a range of disciplines.

Section II: New Territories features five organizations introducing and embedding design approaches into their core practice and operations.

Section III: Viewpoints features 12 interviews with leading design academics, offering additional insights and a critical perspective on the key themes that have emerged from case studies and interviews.

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