



Make Design Matter (A Little Red Book About How to)

By David Carlson



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"This little red book presents a pocket guide to meaningful design. Seven stepping stones that inspire you to cross the stream of change, and get you to the other side, firm and dry . . . " —Brent Richards, creative chef and architect

Make Design Matter is an accessible book about a complex subject. It proposes strategic design guidelines based on holistic concepts. The guidelines facilitate convergence across different fields, inspiring designers and laypersons, companies and institutions, teachers and students of design to envision and apply more meaningful solutions. This book will help you to design better . . . and to make design matter!

David Carlson is an influential facilitator, cross-pollinator, and design thought leader. Internationally sought after as a speaker at conferences, seminars, schools, and corporate events, David tells stories in an informed and inspiring manner about his holistic approach at the intersection of design, culture, and business. David is the founder of The David Report, the Designboost conference series, Carlson Ahnell, and David Design. His social life reflects his cross-pollinating mindcast: president of a nature conservation organization; guitar player in bands since the early '80s, most recently with the band Miller Moon; and last but not least, a deeply dedicated gardener, more specifically, of old roses with unmatched aromas.



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Editorial Review

Review

‘Broken into seven parts (...) the reference provides the stepping stones for helping designers to evolve to the next level in their creative processes.’

Curve, March 2013, print edition

About the Author

David Carlson is an influential facilitator, cross-pollinator, and design thought-leader. Internationally sought after as a speaker at conferences, seminars, schools, and corporate events, David tells stories in an informed and inspiring manner about his holistic approach at the intersection of design, culture, and business. Recently, his assignments took him to the United States, the United Kingdom, France, Japan, Iceland, Chile, Holland, Austria, Slovenia, Taiwan, Germany, Switzerland, Denmark, Bulgaria, Norway, Mexico and Sweden.

David is the founder of The David Report, the Designboost conference series, Carlson Ahnell, and David Design. His social life reflects his cross-pollinating mindcast: president of a nature conservation organisation; guitar player in bands since the early '80s, most recently with the band Miller Moon; and last but not least, a deeply dedicated gardener, more specifically, of old roses with unmatched aromas.

SOME RECENT SPEAKING HIGHLIGHTS:

- ICCD in Tapei, Taiwan
- Bienal de Diseno in Santiago, Chile
- International Design Summit in Cannes, France
- Innovative Sweden at Stanford University, USA
- Design March in Reykjavik, Iceland
- Edit 2011 in Røros, Norway
- IKEA inhouse conference, Älmhult, Sweden
- Centro Diseno in Mexico City, Mexico
- Danish Designers in Copenhagen, Denmark
- Sofia Design Week in Sofia, Bulgaria
- BMW internal conference in München, Germany
- International Design Summit in Montreaux, Switzerland
- Volvo internal conference at Mindshare in London, UK
- Sodra Pulplabs workshop in Marstrand, Sweden
- Skanska future days in Malmö, Sweden
- Selected Sustainable Design in Graz, Austria
- Volvo conference (moderator) in Stockholm, Sweden
- Time to Design award ceremony, Copenhagen, Denmark
- Parsons the New School for Design (moderator), New York, USA

SPEAKING TOPICS:

Design in the perspective of:

- Transdisciplinary thinking
- Social innovation
- Holistic sustainability
- Cross-cultural connectivity

Users Review

From reader reviews:

James Kostka:

Have you spare time for the day? What do you do when you have more or little spare time? Yes, you can choose the suitable activity to get spend your time. Any person spent their spare time to take a go walking, shopping, or went to the Mall. How about open or even read a book titled Make Design Matter (A Little Red Book About How to)? Maybe it is for being best activity for you. You realize beside you can spend your time along with your favorite's book, you can cleverer than before. Do you agree with it is opinion or you have additional opinion?

Ena Clark:

Reading a publication tends to be new life style in this particular era globalization. With studying you can get a lot of information that could give you benefit in your life. Using book everyone in this world can share their idea. Textbooks can also inspire a lot of people. A lot of author can inspire their own reader with their story or perhaps their experience. Not only the story that share in the books. But also they write about the information about something that you need example of this. How to get the good score toefl, or how to teach your kids, there are many kinds of book which exist now. The authors in this world always try to improve their skill in writing, they also doing some study before they write on their book. One of them is this Make Design Matter (A Little Red Book About How to).

Nick Gulbranson:

A lot of people always spent their particular free time to vacation or even go to the outside with them family members or their friend. Did you know? Many a lot of people spent that they free time just watching TV, or perhaps playing video games all day long. If you would like try to find a new activity honestly, that is look different you can read some sort of book. It is really fun for yourself. If you enjoy the book which you read you can spent all day every day to reading a book. The book Make Design Matter (A Little Red Book About How to) it is rather good to read. There are a lot of those who recommended this book. We were holding enjoying reading this book. If you did not have enough space bringing this book you can buy often the e-book. You can m0ore very easily to read this book from a smart phone. The price is not to cover but this book possesses high quality.

Herbert Gist:

The book untitled Make Design Matter (A Little Red Book About How to) contain a lot of information on that. The writer explains your ex idea with easy way. The language is very clear and understandable all the people, so do not necessarily worry, you can easy to read this. The book was written by famous author. The author provides you in the new age of literary works. It is possible to read this book because you can read more your smart phone, or device, so you can read the book with anywhere and anytime. In a situation you wish to purchase the e-book, you can start their official web-site along with order it. Have a nice study.

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