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Sony Design: Making Modern

From Rizzoli

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From Rizzoli : Sony Design: Making Modern before purchasing it in order to gage whether or not it would be worth my time, and all praised Sony Design: Making Modern:

1 of 1 people found the following review helpful. Beautiful book for any Sony fan out there like me By Allen C What a pretty book printed in high quality! Surprised that there were actually beautiful products that I've never seen from Sony too and also made me realize some old products my parents had were actually classic Sony! 3 of 3 people found the following review helpful. Great look at the aesthetics of gadgets... Batman would be proud By Dirjel Junshin This is really a beautiful book - the layouts are clean, the photography is beautiful, and the machines are all in amazing condition. Also, the "My First Sony" kicked me right in the nostalgia. Wonderful. 1 of 1 people found the following review helpful. A Modern Classic Collection of SONY! By C. Venuto Phenomenal reference. Brilliant photo's spread throughout. Sony archives classic and modern. This book can also be secretly used as important UX and button

inspiration for all of you web / interface designers out there. Only minor issue I had was the lack of classic record player / turntable products and no Sony PSX (Playstation 1).

An impressive book dedicated to the innovative designs of Sony, a trailblazer in personal electronics and pioneer of the legendary and highly successful WALKMAN, Handycam, and other portable electronics. Emerging from the ashes of the Second World War, Sony Corporation pioneered the miniaturization of electronics and created some of the most innovative technologies of the postwar period. Following the model of one of its founders, Masaru Ibuka established Sony with the goal of doing what had never been done before. Beginning with the TR-63 from 1957, the worlds first truly pocket-sized transistor radio, Sony launched the consumer microelectronics industry and gave rise to some of the most memorable products that transformed the way billions of people consume media. Notable for their ease of use, Sonys products embody the utility of good design and have themselves become objects of desire. This book beautifully catalogs their vast achievements in design and impact on global culture for almost seventy years. In-depth case studies from Sonys archives on the development of the WALKMAN, the Handycam, the flat-screen TV, and the PlayStation make this the definitive history of Sony design. Through Sonys relentless pursuit of innovation, this book is a tribute to the passion that continues to live on in their products today. With a stunning cover and interior design inspired by some of the most memorable Sony products, this book is a must-have for design and technology enthusiasts.

"[Sony Design] celebrat[es] nearly 60 years of design by the Tokyo-based company. . . . by Deyan Sudjic, Chip Kidd and Ian Luna [we]arent even talking about your average Joes. Deyan Sudjic is the Director of the Design Museum in London. Ian Luna is a popular New York-based architecture writer, while Chip Kidd is a well known designer." - DualShockers.com "This book is a tribute to the passion that continues to live in [Sony's] products today. With a stunning cover and interior design inspired by some of the most memorable Sony products, this book is a must-have for design and technology enthusiasts." - AcquireMag About the Author Ian Luna is the author of several books on fashion, architecture, urbanism, and industrial design. Deyan Sudjic is the director of the Design Museum in London. Chip Kidd is an author, editor, and graphic designer.