



Apple Design

Friedrich von Borries, Ina Grätz, Harald Klinke, Bernd Polster, Henry Urbach, Thomas Wagner, Peter Zec

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Easily one of the most influential and popular design companies of our era, Apple has made electronics design history with its innovative iMacs, iPhones, iPods and iPads. *Apple Design* features over 200 examples of outstanding Apple designs by Jonathan Ive (born 1967), the company's Senior Vice President of Industrial Design, who since 1997 has been responsible for the design of all of Apple's products. Over the past decade, Ive and his team of designers have created elegant and user-friendly designs that have significantly advanced the brand's cult status as it enters the new millennium. Examining each of these in detail, and with full color throughout, *Apple Design* compares various approaches to industrial design alongside Apple's, and casts light on numerous aspects of its history, deepening our understanding of contemporary industrial design. Following an analysis of the forms and functions of the featured Apple products, the book provides an explanation of the innovative production methods and materials applied. Last but not least, it examines Apple design's overt references to the simplified forms of the products manufactured by the great German brand Braun, and enumerates the famous "Ten Rules for Good Design" promulgated by the company's chief designer, Dieter Rams, showing in each case how Apple has deployed and fulfilled them.

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