DESIGN CULTURE NOW is the first survey of contemporary American design to span the disciplines of architecture, graphic design, and product design. It presents cutting-edge work in architecture, landscape architecture, urban design, theatrical design, fashion, typography, film, graphics, products, and new media. Written and assembled by three leading critics and curators, Donald Albrecht, Ellen Lupton, and Steven Skov Holt, the book explores the design artifacts and practices that will define the twenty-first century.

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Design Culture Now accompanies the National Design Triennial: Design Culture Now, the first in a series of exhibitions exploring the impulses, issues, and ideas driving design today, organized by Cooper-Hewitt, National Design Museum, Smithsonian Institution. The only exhibition of its kind in the United States, the Triennial will present a critical overview of leading developments in American architecture and design every three years.
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DESIGN CULTURE NOW IS THE FIRST SURVEY OF CONTEMPORARY AMERICAN DESIGN TO SPAN THE DISCIPLINES OF ARCHITECTURE, GRAPHIC DESIGN, AND PRODUCT DESIGN. IT PRESENTS CUTTING-EDGE WORK IN ARCHITECTURE, LANDSCAPE ARCHITECTURE, URBAN DESIGN, THEATRICAL DESIGN, FASHION, TYPOGRAPHY, FILM GRAPHICS, PRODUCTS, AND NEW MEDIA. WRITTEN AND ASSEMBLED BY THREE LEADING CRITICS AND CURATORS, DONALD ALBRECHT, ELLEN LUPTON, AND STEVEN SKOV HOLT, THE BOOK EXPLORES THE DESIGN ARTIFACTS AND PRACTICES THAT WILL DEFINE THE TWENTY-FIRST CENTURY.

DESIGN CULTURE NOW FEATURES WORK BY INDIVIDUALS AND SMALL STUDIOS AS WELL AS BY LARGE FIRMS AND CORPORATIONS. FOCUSING ON EMERGING DESIGNERS, IT ALSO HIGHLIGHTS ESTABLISHED FIGURES INFLUENCING FUTURE GENERATIONS. OVER EIGHTY INDIVIDUALS AND FIRMS ARE REPRESENTED, INCLUDING GRAPHIC DESIGNERS BRUCE MAU AND STEFAN SAGMEISTER; NIKE’S TINKER HATFIELD; STYLE GURU MARTHA STEWART; ARCHITECTS NEIL M. DENARI AND GREG LYNN; FILM SET DESIGNER DANTE FERRETTI; AND FASHION DESIGNER KATE SPADE AND GEOFFREY BEENE.

DESIGN CULTURE NOW ACCOMPANIES THE NATIONAL DESIGN TRIENNIAL: DESIGN CULTURE NOW, THE FIRST IN A SERIES OF EXHIBITIONS EXPLORING THE IMPULSES, ISSUES, AND IDEAS DRIVING DESIGN TODAY, ORGANIZED BY COOPER-HEWITT, NATIONAL DESIGN MUSEUM, SMITHSONIAN INSTITUTION. THE ONLY EXHIBITION OF ITS KIND IN THE UNITED STATES, THE TRIENNIAL WILL PRESENT A CRITICAL OVERVIEW OF LEADING DEVELOPMENTS IN AMERICAN ARCHITECTURE AND DESIGN EVERY THREE YEARS.
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