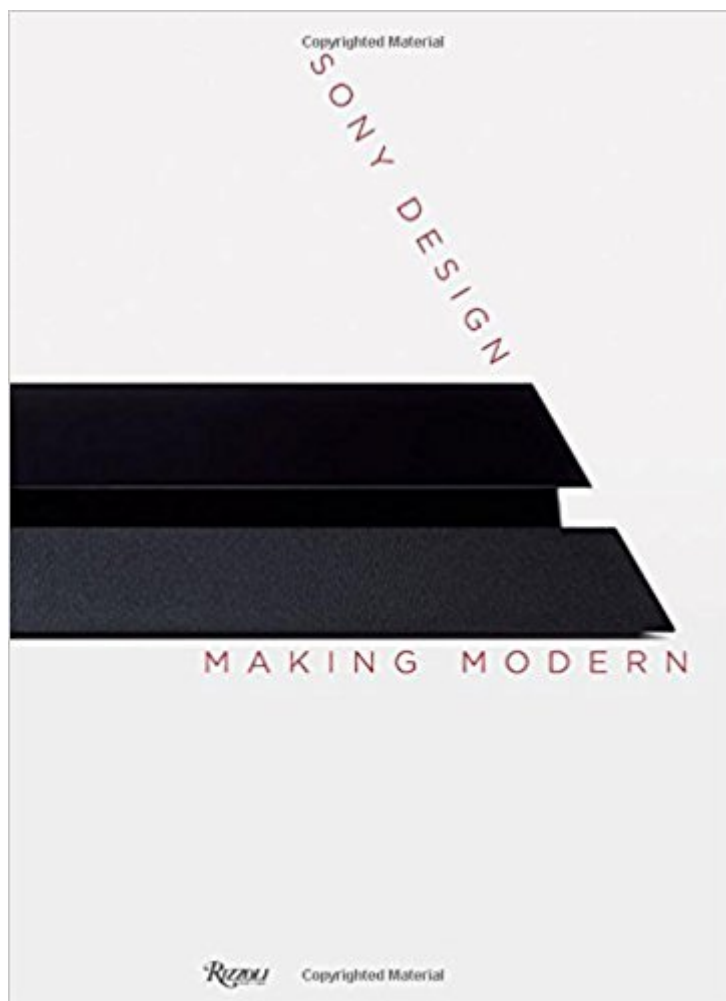The book was found

Sony Design: Making Modern

Synopsis

An impressive book dedicated to the innovative designs of Sony, a trailblazer in personal electronics and pioneer of the legendary and highly successful WALKMANÃ Â®, HandycamÃ Â®, 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 worldÃ¢ ¬â„¢s 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, SonyÃ¢ ¬â„¢s 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 SonyÃ¢ ¬â„¢s 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 SonyÃ¢ ¬â„¢s 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.

Book Information

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Customer Reviews

"[Sony Design] celebrat[es] nearly 60 years of design by the Tokyo-based company. . . . byÃ Â Deyan Sudjic, Chip Kidd and Ian Luna [we]Ã Â arenÃ¢ ¬â„¢t even talking about your average Joes.Ã Â Deyan Sudjic is the Director of the Design Museum in London. Ian Luna is a popularÃ Â New York-basedÃ Â architecture writer, whileÃ Â 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

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.

Hardly much information sadly on the history of their products. It seems like it goes through a few product shots finally ending with a ps4 shot.. not even the full product just a partial view. I had planned to have this book for product inspiration and design but the layouts are not interesting and there is little to no backstory at all on the products they decided to show. No "behind the curtain of their design" information at all. You'd be better off going to their website honestly. Two stars just for the cute history of the company at the beginning, from there on it drys up.

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!

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.

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).

I always love Sony. This book about Sony design makes me love Sony even more.

Nice!

Love Love Love this book. Sony has some amazing retro designs and I finally get to ogle them all in one place.

This book contains really interesting collection of vintage and modern Sony devices. Very good quality of pictures. I am sure it will be interesting for Sony and industrial design enthusiasts!

Soap Making: 365 Days of Soap Making: 365 Soap Making Recipes for 365 Days (Soap Making, Soap Making Books, Soap Making for Beginners, Soap Making Guide, ... Making, Soap Making Supplies, Crafting) Soap Making: 365 Days of Soap Making (Soap Making, Soap Making Books, Soap Making for Beginners, Soap Making Guide, Soap Making Recipes, Soap Making Supplies): Soap Making Recipes for 365 Days Photographer's Guide to the Sony DSC-RX10 III: Getting the Most from Sony's Advanced Digital Camera Photographer's Guide to the Sony DSC-RX100 V: Getting the Most from Sony's Pocketable Digital Camera Sony Design: Making Modern The Ultimate Soap Making Guide: Unique Soap Making Recipes & Complete Soap Making Guide for Beginners (Soap Making at Home, Soapmaking Guide, Soap Making Recipes, Soap Making Book) Graphic Design Success: Over 100 Tips for Beginners in Graphic Design: Graphic Design Basics for Beginners, Save Time and Jump Start Your Success (graphic ... graphic design beginner, design skills) David Busch¢â ¬â„¢s Sony Alpha a6000/ILCE-6000 Guide to Digital Photography David Busch's Sony Alpha a6500/ILCE-6500 Guide to Digital Photography David Busch¢â ¬â„¢s Sony Alpha a7R II/a7 II Guide to Digital PhotographyÃ Â Ã Â Sony a7 Series: From Snapshots to Great Shots David Busch¢â ¬â„¢s Sony Alpha a6300/ILCE-6300 Guide to Digital Photography The Sony A7 II: The Unofficial Quintessential Guide Doing Cultural Studies: The Story of the Sony Walkman (Culture, Media and Identities series) Sony: The Company and Its Founders (Technology Pioneers Set 2) Making Design Theory (Design Thinking, Design Theory) Design, When Everybody Designs: An Introduction to Design for Social Innovation (Design Thinking, Design Theory) Modern Essentials Bundle 6th - Modern Essentials 6th Edition a Contemporary Guide to the Therapeutic Use of Essential Oils, An Introduction to Modern Essentials, and Modern Essentials Reference Card (3 Book Bundle) Ã¢â ¬Å"Body Butter Making For BeginnersÃ¢â ¬Â• & Ã¢â ¬Å"Lotion Making For BeginnersÃ¢â ¬Â• & Ã¢â ¬Å"Body Scrub Making For BeginnersÃ¢â ¬Â• Soap Making: 90 Homemade Soap Making Recipes for Natural Healthy Skin: A Soap Making Guide for Hobby or Business (Thermal Mermaid Book 1)