TITLE INFORMATION
Tel: +44 (0) 1394 389950
Email: uksales@accartbooks.com
Web: https://www.accartbooks.com/uk



BIG-GAME

Making Industrial Design

Augustin Scott de Martinville

Elric Petit

Grégoire Jeanmonod

ISBN	9783039423767
Publisher	Scheidegger & Spiess
Binding	Paperback / softback
Territory	World excluding Austria, France, Germany, Switzerland, Puerto Rico, United States, Canada, and Japan
Size	240 mm x 170 mm
Pages	240 Pages
Illustrations	200 color
Price	£35.00

- An inspiring visual archive and a practical introduction to contemporary product design
- Demonstrates that inspiration can be found anywhere and how simple ideas can evolve into original products
- Drawing on more than 20 years of teaching practice, the book is an invaluable resource for students of furniture, product and industrial design
- Written in clear and accessible style, the book aims at a wide audience including students, creative professionals, entrepreneurs and design-enthusiasts
- Illustrated with some 200 sketches, drawings, prototypes, views of production processes, and behind-the-scenes photographs that bring the design journey to life

Since 2004, BIG-GAME has designed home and office furniture, lighting, watches, and a range of everyday products for leading brands in some 15 countries. Their work is known for its clear design language, uncompromising functionality, and an optimistic approach. From items in peoples' everyday use to objects on display at New York's MoMA, BIG-GAME has consistently pursued the goal of creating useful objects that bring something new.

Rather than merely presenting finished products, ***BIG-GAME: Making Industrial Design*** reveals everything that happens before they exist. Through sketches, drawings, mock-ups, prototypes, and images from factories, it offers an exciting insight into the industrial design process. Readers can follow the evolution of an initial idea to a manufactured object, from intuition to experimentation, mastering technical challenges, and production.

The book explains complex ideas through images rather than theory. Some 200 photographs, sketches, and process drawings make an inspiring visual archive and a practical introduction to contemporary product design. Written in clear and accessible style, the focus is on essentials, offering a rare behind-the-scenes perspective on industrial design to students, creative professionals, entrepreneurs and design-enthusiasts alike.

Augustin Scott de Martinville, **Elric Petit**, and **Grégoire Jeanmonod** are the founding principals of BIG-GAME, a leading design studio based in Lausanne and internationally acclaimed for its work at the intersection of conceptual thinking and industrial design. They also teach as professors at ECAL, one of Europe's leading art and design schools.

Publish date 8th Feb 2027