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Apple Design:

eine Analyse

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- First fundamental work on the history of Apple's distinctive product design
- Comprehensive analysis of Apple's aesthetics and their implications

With over a billion iPhones sold over the last 20 years, Apple has transformed from a niche manufacturer of all-in-one computers into a design icon and one of the most valuable corporations in the world. On an unprecedented scale, Jonathan Ive's signature became everyday design.

Apple Design: An Analysis is the first fundamental work on the history of Apple's distinctive product design. With a periodization of timeframes, comprehensive contextualizations, and a detailed analysis of software design for the first time, the book covers the entire spectrum of the computer company's aesthetics and their implications.

Text in German.