



# DESIGNFORWARD

CREATIVE STRATEGIES FOR SUSTAINABLE CHANGE

HARTMUT ESSLINGER FOUNDER OF FROG DESIGN

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## Design Forward

### Creative Strategy at the Core of Sustainable Innovation

**Hartmut Esslinger**

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- Design as a strategic and holistic way of finding and creating sustainable and successful solutions
- A presentation of new tendencies and strategic approaches that work for positive change

In this book Hartmut Esslinger – one of the most influential designers and thinkers, as well as the founder of frog design – explains how ‘strategic design’ in business and society can and must bring about positive change through innovative creativity. A key component is the strategically extended definition of design as a convergent and humanistic amalgamation of technology, the environment and the economy. For Esslinger, design has always been a key strategic discipline, which he has practised successfully in cooperation with companies such as Wega, Louis Vuitton, Sony, SAP and especially Apple, collaborating directly with Steve Jobs. Therefore in this book he sets out to establish a wide range of creative innovators as top executives, who are equally influential and occupy leading positions in economics, education and politics. Every future projection is always based on history, *Design Forward* also shows relevant and richly illustrated case studies taken from Esslinger’s career, as well as selected works by his students at the University of Applied Arts in Vienna. Contents: A New Culture of Design Shaping the Design Revolution Leading by Design

**Hartmut Esslinger** is one of the world's most influential designers and thinkers and founder of the internationally renowned company frog design who boast cooperations with Apple, Wega, Louis Vuitton, Sony and SAP. He is currently professor of Industrial Design at the University of Applied Arts in Vienna, Austria.

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