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Gert Selle Design Denken

Reflexionen zur Dingwelt. Vorträge und Aufsätze 1969–2019

Edited by Gerd Ohlhauser

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- Presents 38 key talks and essays by Gert Selle, collected in one volume
- Over 50 years of design history, as seen through the eyes of one of Germany's most influential design theoretician and art educator
- A critical look at the over-aestheticization of the product world—a topic that remains relevant to this day

Gert Selle (1933–2025) was an esteemed German design theoretician and art educator. Even early in his career, he took as his subject matter the invisible social interdependencies of design and with his *Geschichte des Design in Deutschland* (History of Design in Germany) presented what continues to be an authoritative reference work to this day.

The publication ***Gert Selle Design Denken*** brings together 38 talks and essays covering more than a half century. Selle's texts are not an inquiry into what is good design, nor do they provide new aesthetic certitudes. Instead, they explore design in places where it has become a given: in the objects that surround us, in the ideas that we associate with them, and in the ways of life they engender and inform. Selle uses sharp observation, historical recollection, and critical thinking to counter the hyper-aestheticization of our world of products.

Text in German.

Gert Selle is one of the most influential thinkers in the field of design. In the late 1960s and early 1970s, he played a key role in shaping the transition from art education to design education. With his first book, *'Ideologie und Utopie des Design'* (Ideology and Utopia of Design), he initiated the discourse on design theory, while with *'Die Geschichte des Designs in Deutschland'* (The History of Design in Germany) (first edition 1978) he founded and established the discipline in the Federal Republic of Germany. As a cultural critic, he made a decisive contribution to the preservation of the Völklingen Ironworks, which was earmarked for demolition and became the first industrial monument to be inscribed on the UNESCO World Heritage List in 1994. The intellectual care with which Selle critically accompanied developments in design, art and culture is more important today than ever.

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