



Thinking Tools

Design as Process - On the Creation of Writing Utensils

Klaus Klemm

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- Published to celebrate the anniversary of a brand known around the world - Lamy celebrated 50 years in 2015 - with an annual production of over 7 million pens, Lamy is not only the market leader in Germany but also one of the German designer brands whose products have achieved special status worldwide
- Includes writing utensils created by famous designers

How are everyday items, such as pens, created? How do you ensure that they have a high practical value, are functional, durable and beautiful? Based on the writing utensils designed by German firm Lamy, this book illustrates examples of the complex design process behind creating a product, including models and sketches by Phoenix Design, Wolfgang Fabian, Sieger Design, Naoto Fukasawa, Richard Sapper or Franco Clivio. Text in English and German.