



## Sustainable Era - Product Design



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# Sustainable Era - Product Design

*Dalcacio Reis*

**Sustainable Era - Product Design** Dalcacio Reis

Design Reis, Dalcacio: Product design in the sustainable era. Produktdesign im Zeitalter der Nachhaltigkeit. Köln. Taschen. 2010. 26 cm. 439 Seiten, zahlr. Abb. kart. Text dt., engl. und franz.

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### Kurzbeschreibung

Green Is Now Everyone's Favorite Color: Designing products with future generations in mind Sustainability is not a passing fashion, and people are constantly searching for more information, products and innovations in this area. Designers, in turn, are responding with elegant, efficient, low-impact products that look towards a sustainable future. This book brings together over 180 such innovative and award-winning projects from over 20 countries, launched by leading design offices and companies worldwide, including IDEO, IBM, and New Deal Design. Featuring reusable products from water bottles and diapers to solar- and wind-powered goods; clocks that run by reacting with soil; air and water purifiers; coffins and urns for sustainable funerals; paper made from elephant and sheep dung--as well as eco-friendly chocolates, bikinis, guitars, energy efficient appliances and much more--this is a state-of-the-art update on the sustainable revolution in product design. Text in English, French, and German Über den Autor und weitere Mitwirkende

### About the editor:

Julius Wiedemann was born in Brazil, studied graphic design and marketing, and was an art editor for digital and design magazines in Tokyo. His many TASCHEN digital and media titles include "Animation Now!", "Advertising Now!", the "Web Design" series, and "1000 Favorite Websites."

### About the author:

Dalcacio Reis was born in Brazil and trained as a product designer in Rio de Janeiro before joining Ana Couto Branding & Design, one of the region's top branding offices. After managing several projects in Latin America, Reis pursued an MBA in Sustainable Business, in order to help shape a new era of product development and consumer behaviour.

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