

OPEN DESIGN NOW



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OPEN DESIGN NOW

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WHY DESIGN
CANNOT REMAIN
EXCLUSIVE

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***Open Design Now* is essential reading for everyone who cares about the future of design and society**

"Openness is more than a commercial and cultural issue. It's a matter of survival." — John Thackara

Design is undergoing a revolution. Technology is empowering more people to create and disseminate designs, and professionals and enthusiasts are using it to share their work with the world. Open design is changing everything from furniture to how designers make a living.

***Open Design Now: Why Design Cannot Remain Exclusive* surveys this emerging field for the first time. Insiders including John Thackara, Droog Design's Renny Ramakers and Bre Pettis look at what's driving open design and where it's going. They examine new business models and issues of copyright, sustainability and social critique. Case studies show how projects ranging from the RepRap self-replicating 3D-printer to \$50 prosthetic legs are changing the world.**

***Open Design Now* is a production of Premsula Netherlands Institute for Design and Fashion, Waag Society and Creative Commons Netherlands with BIS Publishers. It will be available in May.**

Check out opendesignnow.org

**Publisher: BIS Publishers
Editors: Bas van Abel, Lucas Evers,
Roel Klaassen, Peter Troxler
Concept/design: Hendrik-Jan Grievink
Cover price: €29.90
ISBN: 978-90-6369-259-9**

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