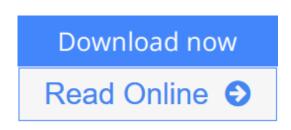


# Make Design Matter (A Little Red Book About How to)

By David Carlson



#### Make Design Matter (A Little Red Book About How to) By David Carlson

"This little red book presents a pocket guide to meaningful design. Seven stepping stones that inspire you to cross the stream of change, and get you to the other side, firm and dry . . . " —Brent Richards, creative chef and architect

*Make Design Matter* is an accessible book about a complex subject. It proposes strategic design guidelines based on holistic concepts. The guidelines facilitate convergence across different fields, inspiring designers and laypersons, companies and institutions, teachers and students of design to envision and apply more meaningful solutions. This book will help you to design better . . . and to make design matter!

**David Carlson** is an influential facilitator, cross-pollinator, and design thought leader. Internationally sought after as a speaker at conferences, seminars, schools, and corporate events, David tells stories in an informed and inspiring manner about his holistic approach at the intersection of design, culture, and business. David is the founder of The David Report, the Designboost conference series, Carlson Ahnell, and David Design. His social life reflects his cross-pollinating mindcast: president of a nature conservation organization; guitar player in bands since the early '80s, most recently with the band Miller Moon; and last but not least, a deeply dedicated gardener, more specifically, of old roses with unmatched aromas.

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#### **Editorial Review**

Review

'Broken into seven parts (...) the reference provides the stepping stones for helping designers to evolve to the next level in their creative processes.'

Curve, March 2013, print edition

#### About the Author

David Carlson is an influential facilitator, cross-pollinator, and design thought-leader. Internationally sought after as a speaker at conferences, seminars, schools, and corporate events, David tells stories in an informed and inspiring manner about his holistic approach at the intersection of design, culture, and business. Recently, his assignments took him to the United States, the United Kingdom, France, Japan, Iceland, Chile, Holland, Austria, Slovenia, Taiwan, Germany, Switzerland, Denmark, Bulgaria, Norway, Mexico and Sweden.

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-ICCD in Tapei, Taiwan -Bienal de Diseno in Santiago, Chile -International Design Summit in Cannes, France -Innovative Sweden at Stanford University, USA -Design March in Reykjavik, Iceland -Edit 2011 in Røros, Norway -IKEA inhouse conference, Älmhult, Sweden -Centro Diseno in Mexico City, Mexico -Danish Designers in Copenhagen, Denmark -Sofia Design Week in Sofia, Bulgaria -BMW internal conference in Münich, Germany -International Design Summit in Montreaux, Switzerland -Volvo internal conference at Mindshare in London, UK -Sodra Pulplabs workshop in Marstrand, Sweden -Skanska future days in Malmö, Sweden -Selected Sustainable Design in Graz, Austria -Volvo conference (moderator) in Stockholm, Sweden -Time to Design award ceremony, Copenhagen, Denmark -Parsons the New School for Design (moderator), New York, USA SPEAKING TOPICS: Design in the perspective of: -Transdisciplinary thinking -Social innovation -Holistic sustainability -Cross-cultural connectivity

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Playing with family inside a park, coming to see the marine world or hanging out with friends is thing that usually you might have done when you have spare time, after that why you don't try factor that really opposite from that. 1 activity that make you not sensation tired but still relaxing, trilling like on roller coaster you are ride on and with addition of knowledge. Even you love Make Design Matter (A Little Red Book About How to), you can enjoy both. It is fine combination right, you still need to miss it? What kind of hangout type is it? Oh can occur its mind hangout fellas. What? Still don't obtain it, oh come on its identified as reading friends.

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