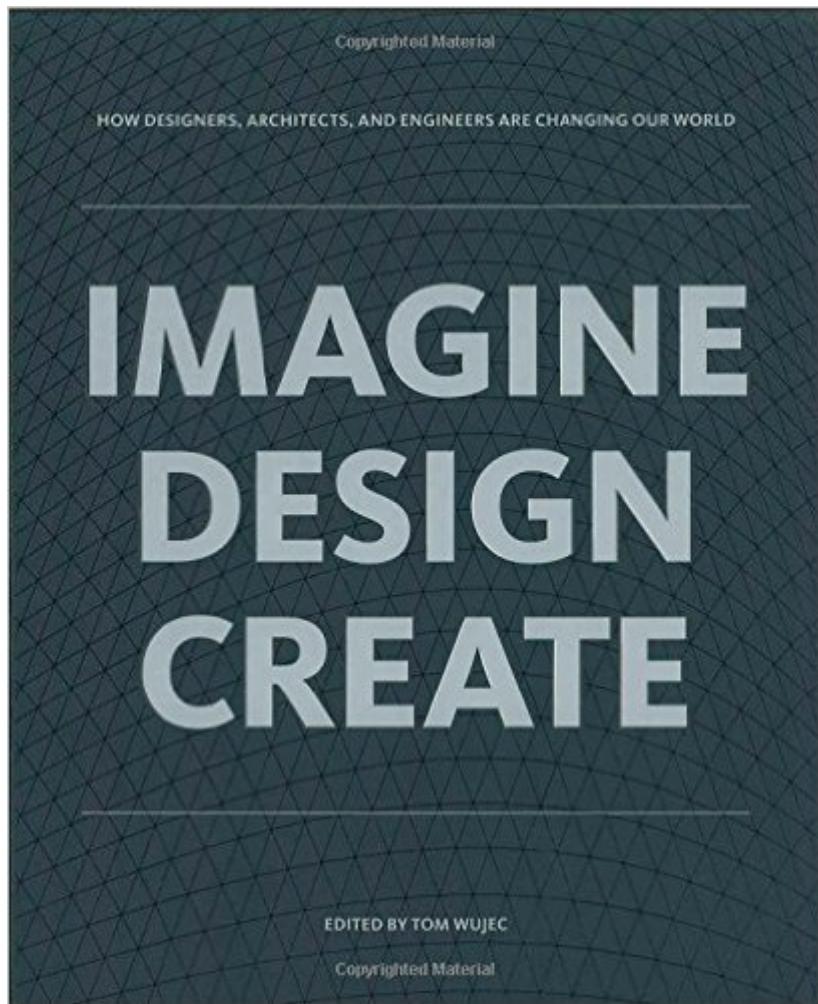


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# IMAGINE DESIGN CREATE: How Designers, Architects, And Engineers Are Changing Our World



## **Synopsis**

Imagine, Design, Create offers a wide-ranging look at how the creative process and the tools of design are dramatically changing and where design is headed in the coming years. Bringing together stories of good design happening around the world, the book shows how people are using fresh design approaches and new capabilities to solve problems, create opportunities, and improve the way we live and work. From the impact of SOM's Cathedral of Christ the Light in Oakland to the spark that inspired Thomas Heatherwick's U.K. Pavilion in Shanghai; from the new processes fueling Zaha Hadid's extraordinary architecture to the digital tools Ford is using to transform car design, each of these stories explores questions that swirl around the idea of design. How does design change our lives for the better? How is our capacity to produce good design evolving? How will the next generation of designers work? What will they make? What new areas of human experience is design opening for us? Now that designers can do almost anything; what should they do? The Publisher has two cover versions for this title. The books will ship with either a black or white cover. The interior contents are the same.

## **Book Information**

Hardcover: 336 pages

Publisher: Melcher Media (May 3, 2011)

Language: English

ISBN-10: 1595910662

ISBN-13: 978-1595910660

Product Dimensions: 8.4 x 1.1 x 9.7 inches

Shipping Weight: 3 pounds (View shipping rates and policies)

Average Customer Review: 3.7 out of 5 stars [See all reviews](#) (7 customer reviews)

Best Sellers Rank: #676,143 in Books (See Top 100 in Books) #180 in Books > Arts & Photography > Graphic Design > Commercial > Book Design #300 in Books > Arts & Photography > Decorative Arts & Design > Industrial & Product Design

## **Customer Reviews**

"IMAGINE, DESIGN, CREATE" By Autodesk, edited by Tom Wujec Book Review by Steve Wiser, AIA 'WOW!' new buildings, realistic animated movies, and futuristic planes are being produced today that would have been impossible just a few years ago. Digital simulation has reached a milestone where it is now standard practice when planning any type of physical or graphic product. It is truly a paradigm shift in human evolution. And, to document this transformation is a fascinating new book:

"IMAGINE, DESIGN, CREATE". Edited by Tom Wujec, it is published by Autodesk, which develops software that aids designers in the creation of all these gee-whiz solutions. While the public enjoys the awe-inspiring buildings and captivating animations, the real magic is how these projects are conceived behind the scenes. This book pulls back the curtain and takes you into the minds of the architects, industrial engineers, game designers, movie directors, among many others, exploring 'how did they do that?', and where all these imaginative trends may be leading us. There are thirteen interviews of cutting-edge digital experts as well as at least twelve examples of actual projects resulting from this computerized process. From James Cameron's movie 'Avatar', where he developed a virtual camera that reinvents film-making to Boeing's 787 Dreamliner that streamlines the plane's shape for quieter and more fuel efficient travel, the benefits of this technology is readily apparent. The Marriott Hotel Corporation is able to develop digital guest room prototypes via virtual reality which saves both time and dollars over the former process of actually constructing mock-ups.

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