

Alice Rawsthorn
Design as an Attitude

Table of Contents

PROLOGUE

Design as an Attitude..... 4

CHAPTER I

What is Attitudinal Design?..... 16

CHAPTER 2

Spot the Difference: Design and Art..... 28

CHAPTER 3

The Craft Revival 38

CHAPTER 4

The Descent of Objects 50

CHAPTER 5

Back to the Future..... 58

CHAPTER 6

Is Design Still a (Cis)Man's World?..... 66

CHAPTER 7

Design's Color Problem..... 76

CHAPTER 8

The Fun of the Fair..... 86

CHAPTER 9

Choices, Choices, Choices..... 96

CHAPTER 10

Out of Control..... 108

CHAPTER 11

Design and Desire..... 120

CHAPTER 12

When the Worst Comes to the Worst..... 130

APPENDIX

Designers and Design Projects..... 142
Bibliography.....180
Index of Names.....186
About the Author190
Acknowledgments..... 192