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Written in a robust, fresh
style, the book offers
inspiration to both
designers and design-

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...

Henry Dreyfuss (March 2,
1904 – October 5, 1972) was

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an American industrial designer. Dreyfuss was a native in Brooklyn, New York. As one of the celebrity industrial designers of the 1930s and 1940s, Dreyfuss dramatically improved the look, feel, and

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usability of dozens of
consumer products.

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Henry Dreyfuss - Goodreads*
Designing for People. From
the first answering machine
("the electronic brain") and

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the Hoover vacuum cleaner to the SS Independence and the Bell telephone, the creations of Henry S. Dreyfuss have shaped the cultural landscape of the 20th century. Written in a robust, fresh style, this

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book offers an inviting mix of professional advice, case studies, and design history along with historical black-and-white photos and the author's whimsical drawings.

Designing for People - Henry

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Dreyfuss - Google Books

Designing for People takes us through Dreyfuss' decision to establish himself as an industrial designer, expanding from his early career designing theater sets, through the

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growth of his practice and business and up to the state of industrial design in the early 1950s. The book moves through design thought and philosophy, stories of projects and results, exposition of what the

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design business is about,
and predictions of what
industrial designers will
work on in the future.

*Designing For People |
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Henry Dreyfuss was an

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industrial design pioneer.
Dreyfuss is known for
designing some of the most
iconic devices found in
American homes and offices
throughout the twentieth
century, including the
Western Electric Model 500

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telephone, the Westclox Big Ben alarm clock, and the Honeywell round thermostat. Dreyfuss enjoyed long term associations with several name brand companies such as John Deere, Polaroid, and American Airlines.

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Henry Dreyfuss - Wikipedia
Designing for People, Henry
Dreyfuss (1955) “When the
point of contact between the
product and the people
becomes a point of friction,
then the designer has

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*All Things Design |
Designing for People, Henry
Dreyfuss ...*

Henry Dreyfuss, (born March
2, 1904, New York City—died
Oct. 5, 1972, South

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Pasadena, Calif., U.S.),
U.S. industrial designer
noted for the number and
variety of his pioneering
designs for modern products.
At age 17 Dreyfuss was
designing sets for stage
presentations at a Broadway

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motion-picture theatre. In 1927 a store commissioned him to study its merchandise, assess its attractiveness, and make drawings indicating improvements that the manufacturers could make.

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*Henry Dreyfuss | American
industrial designer |
Britannica*

Henry S. Dreyfuss is
considered the founding
father of industrial design
and one of the most prolific

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designers of the past century. Born in New York City in 1904, he authored or inspired countless American design landmarks, including the model 300 Bell telephone, Hoover appliances, the Twentieth

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Century Limited locomotive,
and RCA televisions.

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(1955) "When the point of
contact between the product
and the people becomes a
point of friction, then the
designer has failed On the

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other hand, if people are
made safer, more
comfortable, more eager to
purchase, more

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Henry S. Dreyfuss is

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considered the founding father of industrial design and one of the most prolific designers of the past century. Born in New York City in 1904, he authored or inspired countless American design landmarks, including

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the model 300 Bell
telephone, Hoover
appliances, the Twentieth
Century Limited locomotive,
and RCA televisions.

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inspired countless American design landmarks, including the model 300 Bell telephone, Hoover appliances, the Twentieth Century Limited locomotive, and RCA televisions.

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Dreyfuss' "Designing for People" proved an inspiring collection of anecdotes and stories exemplifying the true functions of an

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industrial designer.

Nostalgia combined with some sage-like advice, Dreyfuss reminds the designer of his or her role in the product development field.

Designing For People:

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Designing for People by
Henry Dreyfuss. Henry
Dreyfuss designed
telephones, war rooms, ship
cabins, train interiors,
magazines, bank vault doors,
dental equipment, tractors,

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and radar systems. It's unlikely that any contemporary designer has the opportunity to be involved in such a broad reach of projects.

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