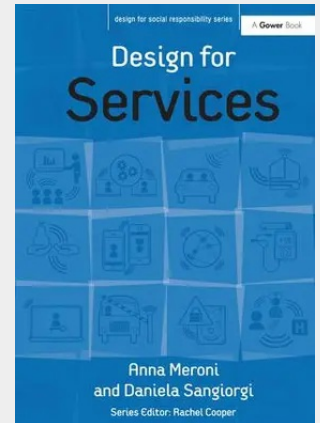


Design for Services

In Design for Services, Anna Meroni and Daniela Sangiorgi articulate what Design is doing and can do for services, and how this connects to existing fields of knowledge and practice. Designers previously saw their task as the conceptualisation, development and production of tangible objects. In the twenty-first century, a designer rarely 'designs something' but rather 'designs for something': in the case of this publication, for change, better experiences and better services. The authors reflect on this recent transformation in the practice, role and skills of designers, by organising their book into three main sections. The first section links Design for Services to existing models and studies on services and service innovation. Section two presents multiple service design projects to illustrate and clarify the issues, practices and theories that characterise the discipline today; using these case studies the authors propose a conceptual framework that maps and describes the role of designers in the service economy. The final section projects the discipline into the emerging paradigms of a new economy to initiate a reflection on its future development.



105,50 €
98,60 € (zzgl. MwSt.)

Nicht mehr lieferbar

Artikelnummer: 9780566089206
Medium: Buch
ISBN: 978-0-566-08920-6
Verlag: Taylor & Francis Ltd
Erscheinungstermin: 04.08.2011
Sprache(n): Englisch
Auflage: Neuauflage 2011
Serie: Design for Social Responsibility
Produktform: Gebunden
Gewicht: 698 g
Seiten: 298
Format (B x H): 181 x 252 mm

