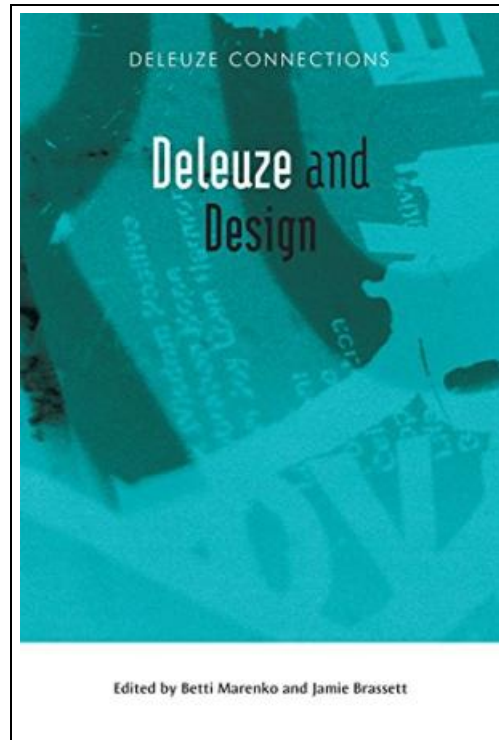


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EDINBURGH UNIVERSITY PRESS, United Kingdom, 2015. Paperback. Condition: New. Language: English . Brand New Book. This is an interrogation of the theory and practice of design through the thought of Gilles Deleuze. What can Deleuze's creative, immanent and practical philosophy offer to a field not only concerned with innovation and the creation of possible worlds, but one that is fast becoming a way of thinking and critically responding to current issues and concerns? Is there a Deleuzian way of designing? Whether we are dealing with products or scenarios, packaging or experiences, objects or digital platforms, services or territories, organizations and strategies, design is never a thing, but a process of change, invention and speculation always with material, tangible implications that affect behaviours and lives. Drawing on a range of contributors, case studies and examples, this book examines ways in which we can think about design through Deleuze, and likewise how Deleuze's thought can be experimented upon and re-designed to produce new concepts. This book taps into the emerging networks between philosophy as an act of inventing concepts, and design as the process of inventing the world. This is the first book to use Deleuze and Guattari to provide an entirely new theoretical framework to address the theory and practice of design. Contributors include academics, practitioners and those at the intersection between the theory and the practice of design. It redefines a practice based, industry led field that is rapidly changing and evolving, showing the plasticity and malleability of a relatively young discipline whose boundaries are far from fixed.



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