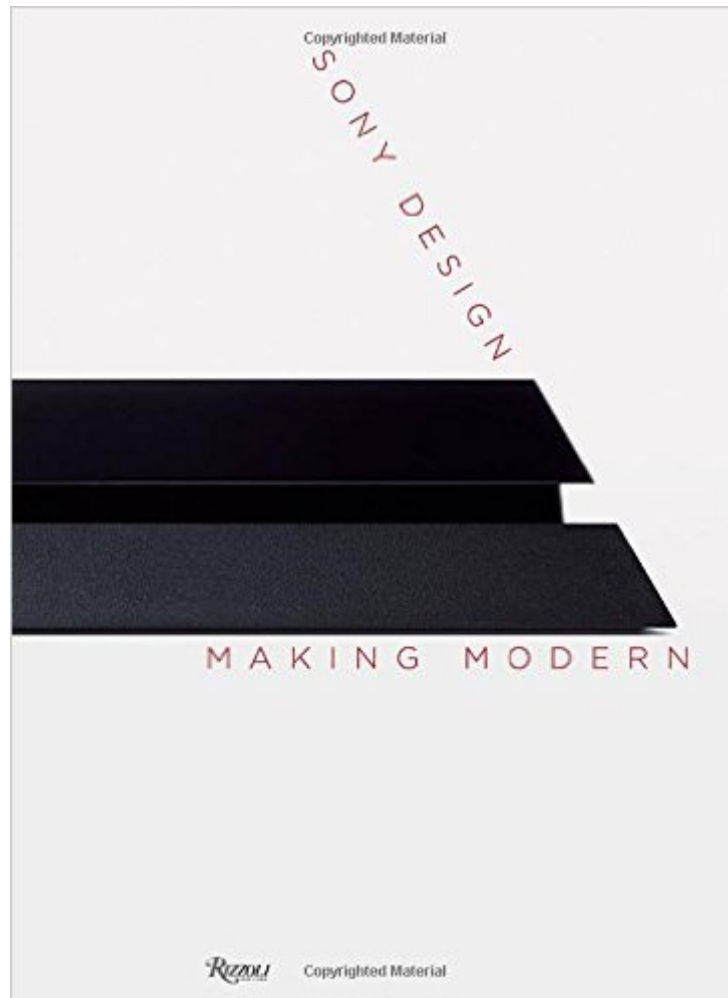


The book was found

Sony Design: Making Modern



Synopsis

An impressive book dedicated to the innovative designs of Sony, a trailblazer in personal electronics and pioneer of the legendary and highly successful WALKMAN®[®], Handycam®[®], and other portable electronics. Emerging from the ashes of the Second World War, Sony Corporation pioneered the miniaturization of electronics and created some of the most innovative technologies of the postwar period. Following the model of one of its founders, Masaru Ibuka established Sony with the goal of doing what had never been done before. Beginning with the TR-63 from 1957, the world's first truly pocket-sized transistor radio, Sony launched the consumer microelectronics industry and gave rise to some of the most memorable products that transformed the way billions of people consume media. Notable for their ease of use, Sony's products embody the utility of good design and have themselves become objects of desire. This book beautifully catalogs their vast achievements in design and impact on global culture for almost seventy years. In-depth case studies from Sony's archives on the development of the WALKMAN, the Handycam, the flat-screen TV, and the PlayStation make this the definitive history of Sony design. Through Sony's relentless pursuit of innovation, this book is a tribute to the passion that continues to live on in their products today. With a stunning cover and interior design inspired by some of the most memorable Sony products, this book is a must-have for design and technology enthusiasts.

Book Information

Hardcover: 280 pages

Publisher: Rizzoli (April 28, 2015)

Language: English

ISBN-10: 0847844994

ISBN-13: 978-0847844999

Product Dimensions: 8.8 x 1.2 x 11.9 inches

Shipping Weight: 3.8 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars See all reviews (9 customer reviews)

Best Sellers Rank: #390,670 in Books (See Top 100 in Books) #108 in Books > Crafts, Hobbies & Home > Antiques & Collectibles > Popular Culture #170 in Books > Arts & Photography > Decorative Arts & Design > Industrial & Product Design #257 in Books > Business & Money > Industries > Media & Communications

Customer Reviews

This is really a beautiful book - the layouts are clean, the photography is beautiful, and the machines

are all in amazing condition. Also, the "My First Sony" kicked me right in the nostalgia. Wonderful.

Hardly much information sadly on the history of their products. It seems like it goes through a few product shots finally ending with a ps4 shot.. not even the full product just a partial view. I had planned to have this book for product inspiration and design but the layouts are not interesting and there is little to no backstory at all on the products they decided to show. No "behind the curtain of their design" information at all. You'd be better off going to their website honestly. Two stars just for the cute history of the company at the beginning, from there on it dries up.

What a pretty book printed in high quality! Surprised that there were actually beautiful products that I've never seen from Sony too and also made me realize some old products my parents had were actually classic Sony!

Phenomenal reference. Brilliant photo's spread throughout. Sony archives classic and modern. This book can also be secretly used as important UX and button inspiration for all of you web / interface designers out there. Only minor issue I had was the lack of classic record player / turntable products and no Sony PSX (Playstation 1).

This book contains really interesting collection of vintage and modern Sony devices. Very good quality of pictures. I am sure it will be interesting for Sony and industrial design enthusiasts!

[Download to continue reading...](#)

Getting Started with Processing: A Hands-On Introduction to Making Interactive Graphics L'Chaim: Celebrate Life: Judaic Expressions to Color & Inspire (Design Originals) How To Program -- Echo: Design, Development and Testing Alexa Skills Embracing Women: Making History in the Church of Ireland A Fellowship of Differents: Showing the World God's Design for Life Together Tabletop Game Design for Video Game Designers Players Making Decisions: Game Design Essentials and the Art of Understanding Your Players Multiplayer Game Programming: Architecting Networked Games (Game Design) Articulating Design Decisions: Communicate with Stakeholders, Keep Your Sanity, and Deliver the Best User Experience Interaction Design: Beyond Human-Computer Interaction 3D Fashion Design: Technique, design and visualization Functional Design for 3D Printing 2nd edition Beginning Design for 3D Printing AutoCAD 2016 For Architectural Design: Floor Plans, Elevations, Printing, 3D Architectural Modeling, and Rendering 100 CAD Exercises - Learn by Practicing!: Learn to design 2D and 3D Models by Practicing with these 100 CAD Exercises!

Design Integration Using Autodesk Revit 2016 Residential Design Using Autodesk Revit 2016
Computed Tomography: Principles, Design, Artifacts, and Recent Advances (Press Monograph)
Design for How People Learn (Voices That Matter) CSS Secrets: Better Solutions to Everyday Web
Design Problems

[Dmca](#)