



Kill The Normal: The Secrets of Revolutionary Designs

Can Akdeniz

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"This is a good book by a forward thinker. So many of us spend time just reacting to the world around us and not really thinking about why people do what they do or why designers design something a certain way and what they are trying to create beyond simple function. This book explores this topic at length and the author goes out of his way to discuss the history of design and new technology that businesses and consumers need to understand. If you're looking for the latest trends, they're here in the book." (S. Gallardo)

Kill the Normal is an in-depth study on how design has evolved, how it impacts global society, and what it reflects about the ideals of cultures from around the world. From nearly microscopic 3D-printed organs to the theories behind modern architecture, this book went from the microcosm to the macrocosm and connected them in clever and accessible ways. If you've ever felt the urge to re-invent something or tinker with design, this is a book you're going to want on your shelf.

Take faith that thinking outside the box pays off from top architects of today like Santiago Calatrava or the tireless progression of design displayed in companies such as Apple and Google. Learn about the important of patience, humility, and determination from geniuses like James Dyson and the minds behind the solar-powered revolution in the automotive industry. This book can be your behind-the-scenes ticket to some of the secrets behind the most influential designs on the planet.

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