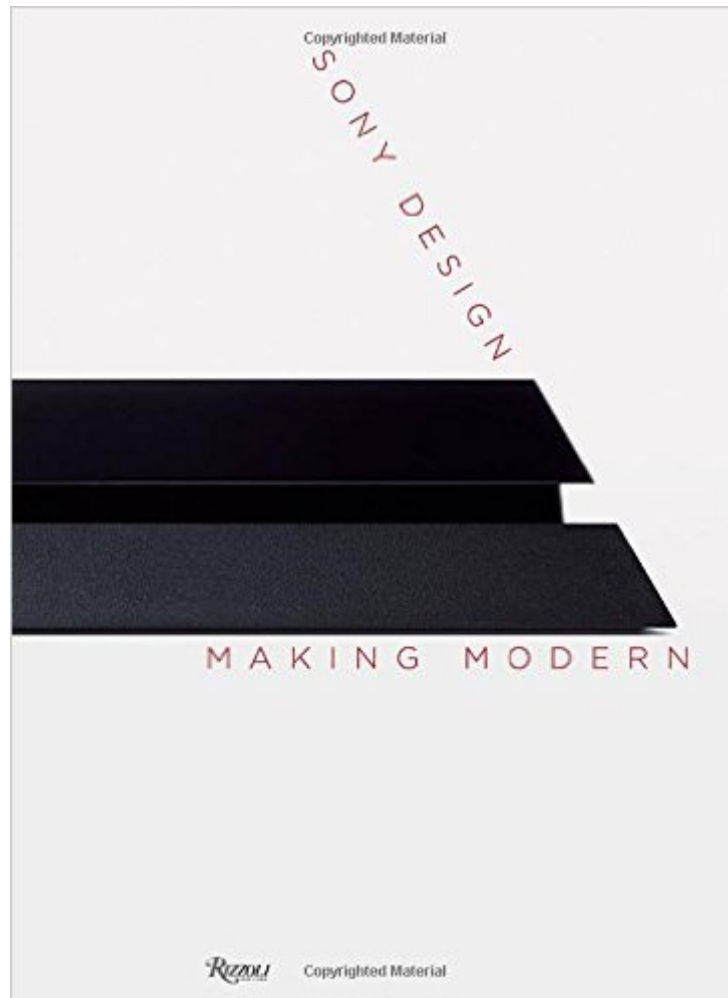# Sony Design: Making Modern

Synopsis

An impressive book dedicated to the innovative designs of Sony, a trailblazer in personal electronics and pioneer of the legendary and highly successful WALKMANÂ®, HandycamÂ®, 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 worldâ™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, Sonyâ™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 Sonyâ™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 Sonyâ™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

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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 drys 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!

Soap Making: 365 Days of Soap Making (Soap Making, Soap Making Books, Soap Making for Beginners, Soap Making Guide, Soap Making Recipes, Soap Making Supplies): Soap Making Recipes for 365 Days Sony Design: Making Modern Jewelry Making: Jewelry Making Instructions to Easily Create Beautiful Pendants, Bracelets, Earrings, and Necklaces (Jewelry Making Books, jewelry making for dummies, jewelry making tools) Jewelry Making: 33 Tips and Advices For Making Unique Earrings (jewelry making, jewelry making books, jewelry making kits) Wine Making: Beginner Wine Making! The Ultimate Guide to Making Delicious Wine at Home (Home Brew, Wine Making, Red Wine, White Wine, Wine Tasting, Cocktails, ... Vodka recipes, Jello Shots Beer Brewing) Feng Shui: Wellness and Peace- Interior Design, Home Decorating and Home Design (peace, home design, feng shui, home, design, home decor, prosperity) Wine Making: 14 Amazing Recipes for Beginners - The Ultimate Guide to Making Delicious and Organic Wine at Home! (Home Brew, Wine Making, Wine Recipes) Soap Making Bible: 365 Days of Healthy and Organic Soap

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