



**Fifty Cars
That Changed the World**
Design Museum

**Fifty Chairs
That Changed the World**
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Everything around us is designed and the word 'design' has become part of our everyday experience. But how much do we know about it? Heralding the start of a unique partnership between Conran Octopus and the Design Museum, this is an exciting new series of books published by Conran Octopus in partnership with the Design Museum.

Each book lists the top 50 products that have made a substantial impact in the world of British design today, offering a short appraisal of each that explores what has made their iconic status and the designers that give them a special place in design history.

Fifty Cars That Changed The World is the ultimate book for car, design and popular culture enthusiasts and includes all the classic models from the 1908 Ford Model T to the 1998 Smart Car. For a century, the car has been a remarkably powerful catalyst for change, whose influence can be compared easily with that of the aeroplane or microchip. From its earliest incarnations, the car has demanded consideration and attracted veneration on multiple levels: as sculptural object, as the product of avant-garde industrialism, and as a remarkable piece of engineering.



A special treat for anyone who loves design and a must for collectors, *Fifty Chairs That Changed The World* includes all the design classics from Thonet's 1870 Side Chair to Konstantin Grcic's Chair_One. It is possible to trace a remarkable complete history of design in the last 150 years through a sequence of chairs. The word 'chair' has become embedded in our language; they symbolise authority, identity, domesticity and because they represent such a restricted canvas, they give their designers very little room to hide, they are a poem, rather than a novel. For all these reasons, the Design Museum values its collection of contemporary chairs, and this book provides an introduction into 50 of the key chairs that have shaped the story of design.



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Other books in the new series publishing October 2009 include *Fifty Dresses That Changed The World* and *Fifty Shoes That Changed The World*.

ABOUT THE DESIGN MUSEUM

The Design Museum's mission is to celebrate, entertain, and inform. It is one of the world's leading museums devoted to contemporary design in every form from furniture to graphics, and architecture to industrial design and is working to place design at the centre of contemporary culture.

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