

Press release November 8, 2012

Make Design Matter by David Carlson

Make Design Matter is a little Red Book that presents a pocket size guide to meaningful design. Seven stepping-stones that help you cross the stream of change, and get you to the other side, firm and dry. The guide is an important iterative and strategic approach based on holistic thinking, shared wisdom, and reflective insights, and will help you to make design better – and matter!

The seven steps facilitate a convergence of different fields, to inspire designers, clients, and organisations to evolve more evocative design solutions. Less design and more thought, to enable designers to create value for business, and improve the human condition through empathy and focus on human well-being and collaboration.

Make Design Matter is written by David Carlson, an influential facilitator, cross-pollinator, and design thought-leader. Internationally sought after as a speaker at conferences, seminars, schools, and corporate events, David tells stories in an informed and inspiring manner about his holistic approach at the intersection of design, culture, and business.

- Responsible design is not about doing nothing, but about doing the right things. To create long-term acquired value instead of only short-term gain and profit. To build a future based on generosity instead of greed says David Carlson. Dare to change the rules: you'll play a better game!

Make Design Matter is published by BIS publishers. The book is available from leading online market places and book stores around the world.

ISBN: 978-90-6369-304-6

Author: David Carlson

Publisher: BIS Publishers

Format: paperback with flaps

Dimensions: 18 x 12 cm

Language: English

Pages: 164

Links:

The dedicated webpage for Make Design Matter (with press images): <http://makedesignmatter.com>

Preview of Make Design Matter at Issuu: http://issuu.com/bis_publishers/docs/makedesignmatter

Make Design Matter at BIS Publishers: <http://bispublishers.nl/bookpage.php?id=237>

David Carlson's personal webpage: <http://www.david.se>

Want to receive a review-copy? Mail Robbert van Loon at Robbert@bispublishers.nl

Question about the content of the book? Mail David Carlson at david@david.se or call +46707982897

About:

David Carlson

David Carlson is an influential facilitator, cross-pollinator, and design thought-leader. Internationally sought after as a speaker at conferences, seminars, schools, and corporate events, David tells stories in an informed and inspiring manner about his holistic approach at the intersection of design, culture, and business. Recently, his assignments took him to USA, UK, France, Japan, Iceland, Chile, Holland, Austria, Slovenia, Taiwan, Germany, Switzerland, Denmark, Bulgaria, Norway, Mexico and Sweden.

David is the founder of The David Report, the Designboost conference series, Carlson Ahnell, and David Design. His social life reflects his cross-pollinating mindcast: president of a nature conservation organisation; guitar player in bands since the early 80s, most recently with the band Miller Moon; and last but not least, a deeply dedicated gardener – more specifically, of old roses with unmatched aromas.

BIS Publishers

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