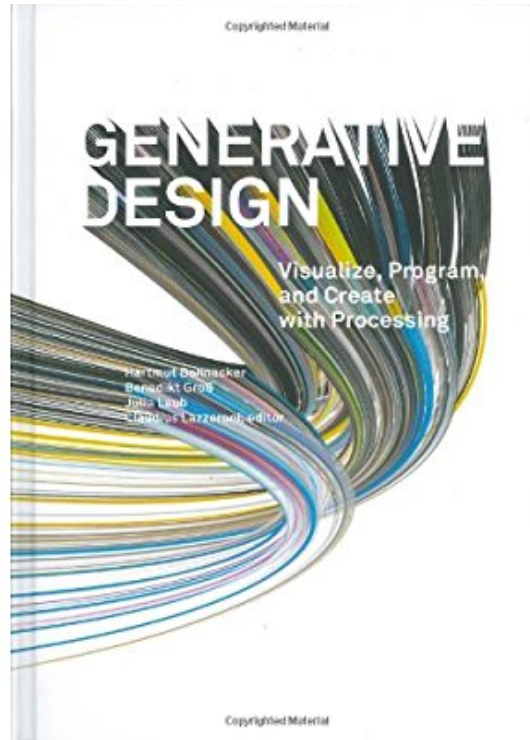


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Synopsis :

Review 'Beautifully illustrated... A fine introduction to generative design, filled with impressive examples and thankfully free of mind-numbing jargon... This book, equal parts art and textbook, is a valuable tool for both learning what exists and triggering new ideas.' -- Steven Heller, The New York Times 'Fortunately, this insiders' how-to manual--by Hartmut Bohnacker, Benedikt Groß, and Julia Laub--contains loads of images and project profiles that together form a snapshot of the emerging field, which, in layman's terms, uses computer software and algorithms to generate visually exciting forms based on wildly complex concepts. The examples are rich and varied, ranging from a series that visualizes the air quality in various cities through virtual plant growth to a company logo that evolves through a kind of genetic recombination.' --- Fast Company Read more About the Author Hartmut Bohnacker is an independent designer in Stuttgart specializing in interface and interaction development. He is a professor of interaction design at The University of Design Schwäbisch Gmünd. Benedikt Groß is an MA student in Design Interactions at the Royal College of Art in London. Prior to that, he was an IX and UX Designer at Intuity Media Lab in Stuttgart. Julia Laub is an independent graphic designer specializing in book design, corporate design and generative design. In 2010 she established the design agency onformative (studio for generative design) in Berlin with Cedric Kiefer. She is an assistant professor for generative design at The University of Applied Studies Mainz. Claudius Lazzaroni, editor, is a professor of interface design at the Folkwang University of the Arts in Essen. Read more