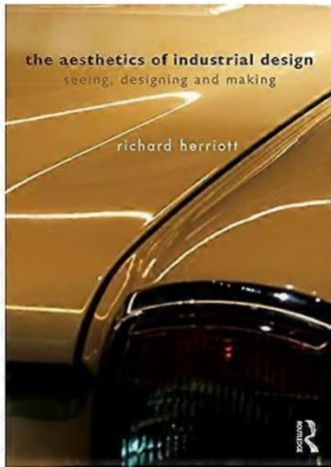


Why do the best-designed things work and the less successful ones fail?



The “why” and “how” of design.

Richard Herriott, Associate Professor of Industrial Design at Designskolen Kolding and author of several books, will explore the "why" and "how" of design. Both unavoidable and often overlooked, designed objects serve as tangible evidence of human-to-human interaction. Why do the best-designed things work, while the less successful ones fail? How do designers address the challenge of determining why, what, and how to design the world around us?

Written by an experienced designer, educator, and researcher, Richard Herriott, *The Aesthetics of Industrial Design* equips readers with the knowledge and understanding of how aesthetically superior design stands apart from lesser work.

We look forward to hearing Richard Herriott and engaging in an interesting conversation with you afterward! *Oplægget foregår på engelsk, men Richard Herriott både forstår og taler dansk, så alle spørgsmål kan stilles på dansk.*

Mødested: Designmuseum Danmark, Festsalen

Tid: Onsdag 4 juni 2025, kl. 16.30 – 18.30

Pris: kr. 120 inkl. et glas vin/vand

Tilmeldingsfrist: 28. maj 2025

Deltagerantal: 50

Tilmelding og betaling på dette link:

<https://2196.foreninglet.dk/memberportal/subscribe/index/168455>

Mange hilsener fra

Hanne Dalsgaard



Designmuseets Venner
– en del af den danske designhistorie

