



Do Design: Why beauty is key to everything (Do Books)

Alan Moore

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So much goes unnoticed. We multi-task, switch between screens, work faster. When was the last time you paused to consider a beautifully made object or stunning natural landscape? Yet this is when our spirits lift, our soul is restored. Some say beauty is a luxury. But what if it is key to creating a better world for us all?

Designer Alan Moore invites us to rethink not only what we produce – whether it's a website, a handmade chair, or a business – but how and why. With examples including Pixar, Apple, Yeo Valley and Blitz Motorcycles, we are encouraged to ask: is it useful and considered. Is it a thing of beauty? Do Design you will inspire you to:

- Improve your creative process
- Raise the quality and craft of your work
- Consider the experience as much as the product
- Adopt simplicity, utility and honesty as guiding principles

We are creative beings. We love to make things. This book will inspire you to create better things, for better reasons. Things that people will love – for a long time to come.

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