



Cracking the Whip: Essays on Design and Its Side Effects

Ralph Caplan

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Cracking the Whip is a collection of 69 essays that looks at just about everything in design: clothes, hardware, posters, cars, airports, chairs, lighting, vending machines, cities and bathrooms. They are about how we use design, language and instinct to navigate our everyday world from eating, relating to others, maintaining traditions and advancing our causes. Previously published in distinguished forums ranging from ID Magazine, Print, and Interior Design to The New Yorker, The New York Times, and The Nation, Caplan brings to these essays an erudition tempered by clarity, charm and humour. Cracking the Whip is made up of disparate parts that add up to the perfect foundation for the student designer.

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