INDUSTRIAL DESIGN

There is always a better way to design a product. New materials and technological progress have greatly widened our scope during the last fifty years but we have not always used out knowlidge to the best advantage. Re-thinking a product is the most important and at the same time the most difficult factor. We must design from the inside outward, rather than simply adding a new skin to an old design. Streamlining has too often become a meaningless symbol for advancement. Complete understanding of tools and materials and their potentialities is necessary to create functional design.

RECEPTIFICATION OF THE STATISTICAL SECTION OF TH