



# The Language of Things: Understanding the World of Desirable Objects

*Deyan Sudjic*

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# The Language of Things: Understanding the World of Desirable Objects

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**The Language of Things: Understanding the World of Desirable Objects** Deyan Sudjic

**A brilliant exposé of the interaction between art, design, and commerce.**

In *The Language of Things*, the director of London's Design Museum charts our relationship with all things designed. With scintillating wit and an eye for the pleasures and dangers of rampant consumerism, Deyan Sudjic takes us from luxury car commercials to glossy advertisements for seasonal variations of the Prada purse to the hype surrounding the latest version of the iPhone, exploring how we are manipulated and seduced by our possessions. Who would've thought that it's the subtle visual similarity between the Volkswagen Golf GTI and the barrel of an automatic pistol that makes people want to get behind the wheel? And why is it that digital cameras in cell phones "click" even though they don't have a shutter? Sudjic's illuminating argument will resound with anyone who has ever been affected by how things look—lured, in other words, by the powerful siren call of design.

71 black-and-white and 5 color illustrations

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