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Keep It Simple: The Early Design Years Of Apple

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Hartmut Esslinger, Founder of frog design
Arnoldsche Art Publishers
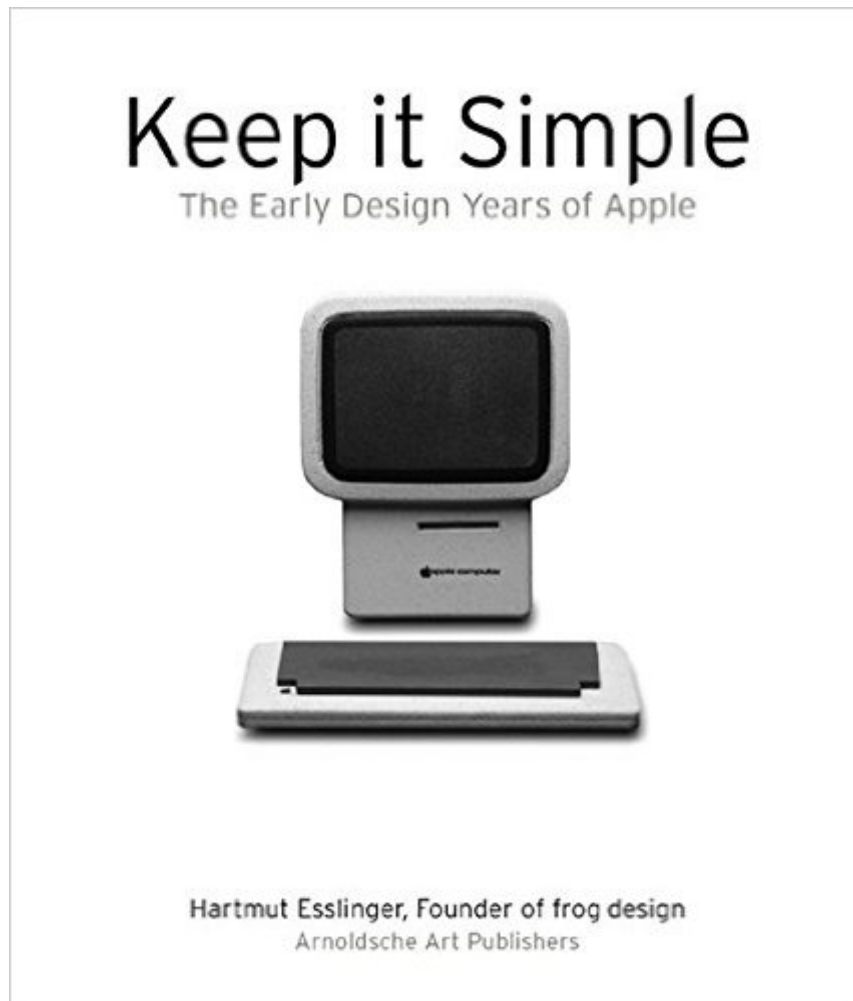
Synopsis

â ¢The true design story behind the evolution of Apple computers â ¢An inspiring collaboration of Steve Jobs and author Hartmut Esslinger â ¢380 illustrations that takes a step by step view of the most famous brand thatâ ™s still a dominating force today Keep it Simple is the authentic story of the collaboration between Steve Jobs and Hartmut Esslinger, which began in 1982. The result of this partnership between entrepreneur and designer was revolutionary, in terms of historic dimensions: Steve Jobs was the first to make strategic design the core of Apple's Business Strategy. From this, Apple grew from a technology focused company into one of the world's most successful, global brands and this was achieved by creating and delivering innovative and intelligent products.Of course, there are many books about Steve Jobs and Apple. Professionals everywhere want to be like him - or want their company to succeed like Apple - so they compulsively absorb accounts of his work, hoping to find the magic recipe. For those readers this book is a first, because it tells the story of Apple's evolution from the inside and its initial conception, when Steve was first driven by the power of design to establish it as the strategic core of Apple's business model.This book is also for the millions of Apple users, admirers, fans, and critics who may be curious about the origins of the products and the brand they feel so deeply about.Here is the story of the most amazing creative journey, which had to overcome tremendous opposition, both inside Apple and across the wider technology industry.

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Customer Reviews

Ever since the release of â œAppleDesignâ • in 1997, fans of Apple and industrial design have been

clamoring for more. That volume, released just before Appleâ ™s design revolution with the first iMac, gave a tantalizing glimpse behind the scenes of Appleâ ™s industrial design process, including unused concepts, forward-thinking projects (such as iPad-like tablets as envisioned in the early â ˆ80s), and stories about the people behind the early phases of Appleâ ™s design language.One of those people was Hartmut Esslinger, principal of frog design and developer of the â œSnow Whiteâ • design language that defined Appleâ ™s products in the mid- to late-â ˆ80s. Esslinger is credited with bringing the simplicity and elegance to European design to the American company, an aesthetic philosophy carried through in its designs to this day. In â œKeep it Simple,â • Esslinger himself takes one segment of the saga described in AppleDesign and expounds on it in unparalleled detail. The bookâ ™s images of â œSnow Whiteâ • concepts (some of which also appeared in AppleDesign) are excellent and revelatory. Some of the products shown in this book never made it past the foam model phase (sometimes a good thing), and others nearly made it to production, including my personal favorite, the â œBaby Macâ • of 1985. Examples of â œSnow Whiteâ • designs that made it to market are the IIc, IIgs, and Macintosh II. It is a real treat to see so many concepts, the good, bad, and revolutionary, together and in such detail.What might be most interesting to modern-day readers are the future concepts shown: the flat-screens, thin notebooks, cell phones, and even tablets that Esslinger and his team conceptualized more than a decade before the technology was viable.

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