



From an idea to the first design of a new product, designers have their own ways of creating the art using a drawing board or a computer screen. But what makes the most attractive product out of tons of good products? Now, designers have to use not only their creativity but also their thinking and problem solving skills to make business decisions. Then, how do they come up with extraordinary solutions to ordinary problems? Design X-Ray features the most important figures in current design industry. Who created the I love NY logo? How did the Saks Fifth Avenue shopping bag become popular with New Yorkers? What made the first head of industrial design at Apple develop the Beats Headphones? Find out what these distinguished designers have done and how they see the world in Design X-Ray!

design x ray



1. Friendship and Great Design

Milton Glaser (Graphic Designer), Mirko Ilić (Illustrator & Graphic Designer), and Adam Tihany (Hospitality Designer) share their stories of how they design, who inspired them, and how they came up with great ideas of iconic graphic designs and hospitality designs.

2. Design is Everywhere

Will Wright (Game Designer), Dror Benshetrit (Industrial Designer), Tom Geismar and Sagi Haviv (Logo & Identity Designer), and Ivan Chermayeff (Designer, Illustrator & Artist) present their creative process of iconic designs that interact with people, from computer games; even an Island.

3. Listen to Your Inner Voice

Shantell Martin (Artist), Ji Lee (Communication Designer), Chip Kidd (Book cover designer) have their own ways in finding creative solutions, not only for their work but also for their personal projects.

4. Designers in the Pentagram

Three Partners in New York design firm Pentagram, Paula Scher, Natasha Jen, and Michael Bierut have successfully worked in different aspects of design; such as brand identity, the Android lock screen, packaging, and LED screen. They also discuss "good design" in this episode.



5. Technology and Design

This episode explores the creativity of Jake Barton (Interaction Designer), Masamichi Udagawa and Sigi Moeslinger (Industrial Designer), and Dustin Mierau (Chief Design Officer at Path) and how they work on even the simplest of projects with the user in mind.

6. Better Living through Design

Robert Brunner (Former Apple design chief), Stefan Sagmeister (Graphic Designer), and Mauro Porcini (Chief Design Officer at Pepsico) speak about how their extraordinary products were created and have connected with people in everyday life.



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