

Download Language Things Deyan Sudjic

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.

In *The Language of Things*, Deyan Sudjic, director of the Design Museum, decodes the things around us: their hidden meanings, our relationships with them, how they shape our lives and why we desire them. Design is everywhere. It seduces, pleases and inspires us. It makes us part with our money. It defines who we think we are.

“A world drowning in objects,” the title of the introduction to Deyan Sudjic’s *The Language of Things: Understanding the World of Desirable Objects*, is an apt title, too: rather than reveling in our objects, he explains, we’re feeling overwhelmed by them.

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Review: *The Language of Things* by Deyan Sudjic. Sudjic is a great fan, quite rightly, of Gerrit Rietveld's Red Blue Chair of 1918. This is, roughly speaking, a Mondrian painting transformed into three dimensions. It is a marvellous spectacle, a modernist manifesto in terms of furnishings: all geometric planes and primary colours.

Sudjic concludes this chapter with his own definition of design, he describes design as “a language that society uses to create objects that reflect its purposes and values” (46). In Chapter two Sudjic discusses Design and its Archetypes, every designer wants to design a lamp at least once in their career he says.

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Shallow objects of desire. Deyan Sudjic presents us with a nightmare vision of a world drowning in objects. This is not a new perception. William Morris commented: "I have never been in any rich man's house which would not have looked the better for having a bonfire made outside of it of nine-tenths of all that it held."

We live in a world drowning in objects. But what do they tell us about ourselves? In *The Language of Things*, Deyan Sudjic charts our relationship - both innocent and knowing - with all things designed. From the opulent excesses of the catwalk, or the technical brilliance of a laptop computer, to the subtle refinement of a desk lamp, he shows how we can be manipulated and seduced by our possessions.

Olivia Sudjic Deyan Sudjic , OBE (born 6 September 1952) [4] is a British writer and broadcaster, specializing in the fields of design and architecture. He is the director of the Design Museum , London .

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