

# THE FUTURE OF DESIGN: GLOBAL PRODUCT INNOVATION FOR A COMPLEX WORLD

By Lorraine Justice

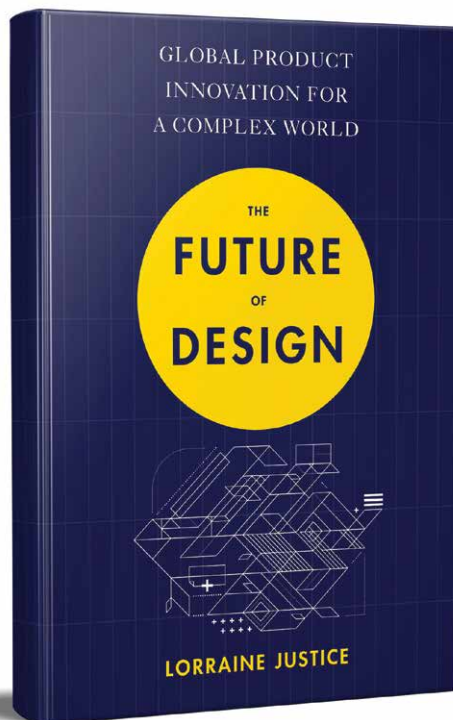
How can today's designers better engage with new and emerging technologies to take advantage of the opportunities these technologies offer?

Drawing on a wealth of examples from multiple industries and countries, design expert Lorraine Justice explores the elements that will determine your success as a designer and provides a unique framework for navigating the industry toward the future.

"Understanding the impact of spaces that elicit feelings of discomfort, confusion, or fear helps designers create an environment that is comfortable and reassuring," she said.

"Humans have survived and progressed through millennia with 'designed' technology, whether it was the ancient arrowhead, prehistoric farming tools, or early city designs. Our lives have been inextricably entwined with technology and design. The hope is that design (design thinking, design reasoning, and the design process) and emerging technologies in a more integrated way in order to take advantage of the opportunities that these technologies can bring," she added.

Immigrant and refugee displacement point to an increasingly complex, culturally diverse, and globalized future. Shifting values between old and new generations, changing expectations and understandings of sex and gender roles, and longer lifespans in many parts of the world are additional chapters in the evolving story of the modern human. "The hope is that applied designs can help to ease some of the painful



personal and world events occurring today and provide more joy, comfort, beauty, and ease in our daily lives," said the author.

"New technologies will bring incremental change (and possibly major disruption) to every sector of product and service design," she said. "There is a great need for designers who understand this and appreciate the potential for interactions with people and their cultural differences. We must be ready to design for rapid changes and the confounding problems of our time."

The Future of Design is practical and concise and includes guidelines for building and supporting creative teams. It also offers advice and strategies for evaluating product concepts and contains interviews with product designers, inventors, and innovators from around the world.

The author is Professor of Industrial Design and former Dean of the College of Imaging Arts and Sciences at the Rochester Institute of Technology (RIT). She is also a Fellow of the Industrial Design Society of America (IDSA).



**Left:**  
Lorraine Justice

# LIVING YOUNGER: DISCOVER THE SECRETS TO ENJOYING A YOUNG BODY, SPIRIT, AND MIND AT ANY AGE!

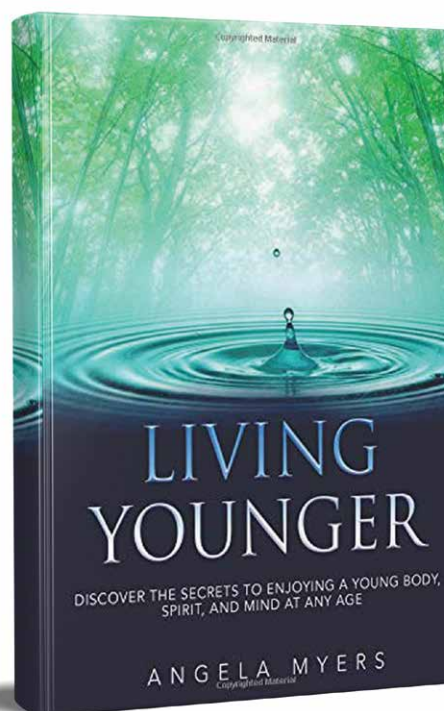
By Angela Myers

Aging is inevitable but whether you get old or not is within your control. That's the thesis of *Living Younger*, a book that teaches you how to age in a way that maintains your health and vitality for decades.

If you notice new aches and pains, a decline in your ability to do some of the activities you love, or a loss in energy and vitality, you may have begun to feel a sense of dread about your aging process. "Dread not! The last half of your life can be filled with decades of high quality living if you want it to be! Inside this book you will discover how to create more energy, how to have a body that feels good and moves well, and how to enjoy the activities you love as long as you wish!" says author Angela Myers.

In nine chapters, Myers reveals how to create more energy in your body and soul, how to have a body that moves energetically, feels comfortable at all times, and how to enjoy the activities you love.

A life coach, fitness expert and an award-winning athlete, Myers offers an exercise program to keep your body agile, mobile, and strong for life. She advises on how to eat to



decelerate aging in your cells and how to prevent lifestyle diseases associated with aging. By adopting mind shifts that empower you to make small changes today, you can live a fulfilling life for decades, she asserts, while providing examples of older adults who are leading rich and vibrant lives.

Targeting young and old alike, the author highlights the need to identify the many factors that we can still control that will increase the physical and spiritual quality of our lives.

Angela Myers self-published her 149-page book on Amazon in May 2019.



**Left:**  
Angela Myers