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# Design Studies

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Myth and maturity: towards a new order in the decade of design

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#### **Abstract**

The industrial design profession has established a place for itself in a phenomenally short time. It is widely accepted as a useful service. But it is also still in the process of realizing its full potential as a service to a society going through a series of tremendous transformations.

To be human a man must understand what has been accomplished and what can be accomplished by the arts of man.



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### Keywords

design; industrial design; design education

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