CONTENTS

- 3. INTRODUCTION: ON BILL
- 20. WHY I MAKE JEWELLERY FROM TIME TO TIME
- 23. MY EXPERIENCE OF PRODUCT DESIGN
- 28. THE GOOD FORM
- 32. BEAUTY FROM FUNCTION AND
 AS FUNCTION UNIVERSITAT
 LIECHTENSTEIN
- 42. A, B, C,D... ******
- 60. THE BASIS AND AIM OF AESTHETICS IN THE MACHINE AGE
- 71. CONTINUITY AND CHANGE
- 81. GOOD FORMAL DESIGN
- 94. WHAT IS INDUSTRIAL DESIGN?
- 103. DEFINITION OF THE TERM 'PRODUCT FORM'
- 104. FUNCTION AND GESTALT
- 123. MANAGING OUR ENVIRONMENT