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**Autor:** Bucquoye Moniek/ Denis Alain

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Custom wheel rims for Mercedes Benz, double-decker train cars for the Belgian railway system, pots and pans for Tupperware and ice coolers for Coca-Cola are but a few of the 1500 sleekly designed products that the Belgian firm Enthoven Associates has created for its impressive roster of international clients over the past 30 years. This well-edited compendium illustrates how the role of product design has evolved within the firm over the past three decades, moving from the vision of an individual designer, Axel Enthoven, to the combined expertise of a team that has expanded to include Alain Denis and Jean-Pierre Geelen. Through images, interviews and essays, it traces the development of the firm's designs, from early aesthetic objects to current projects that combine design with technology, ethics and marketing concepts.