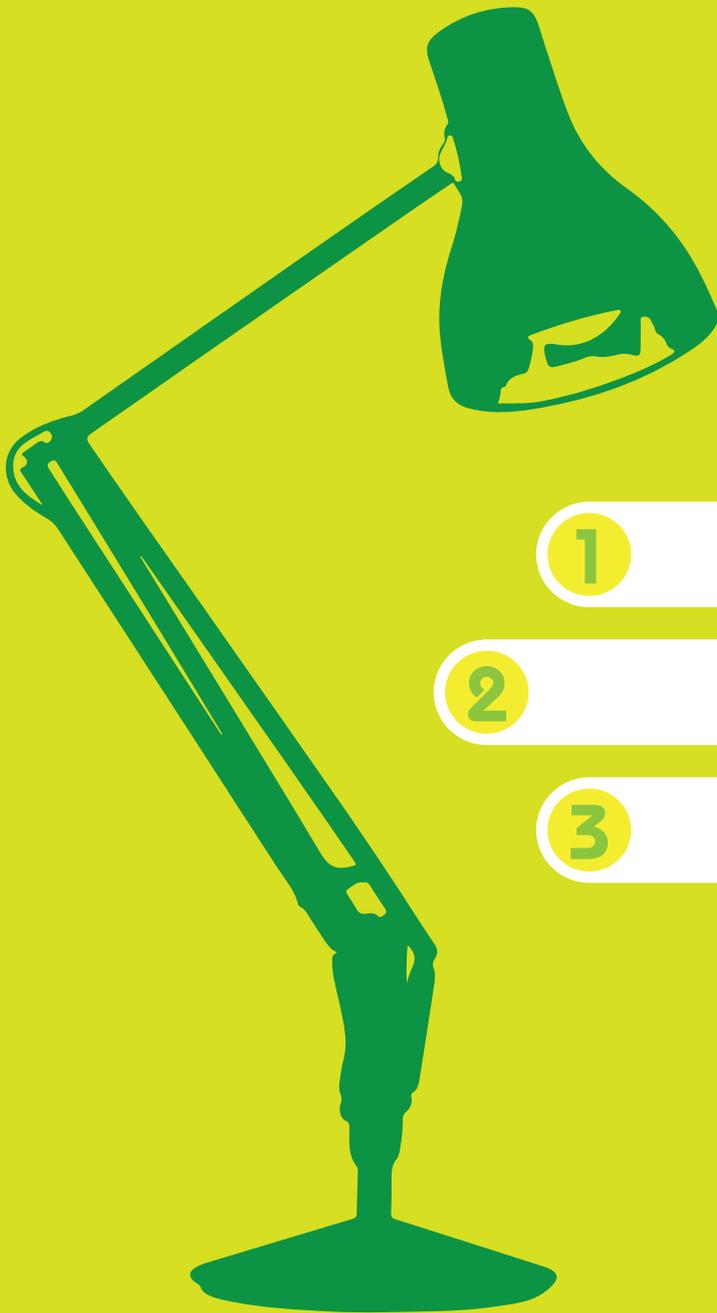


is it a

DESIGN

classic?



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angle-poise lamp

The Anglepoise lamp is a balanced-arm lamp designed in 1932 by British designer George Carwardine.

Carwardine was a car designer who specialised in vehicle suspension systems.

A key feature of the Anglepoise design is the placement of springs near the base.

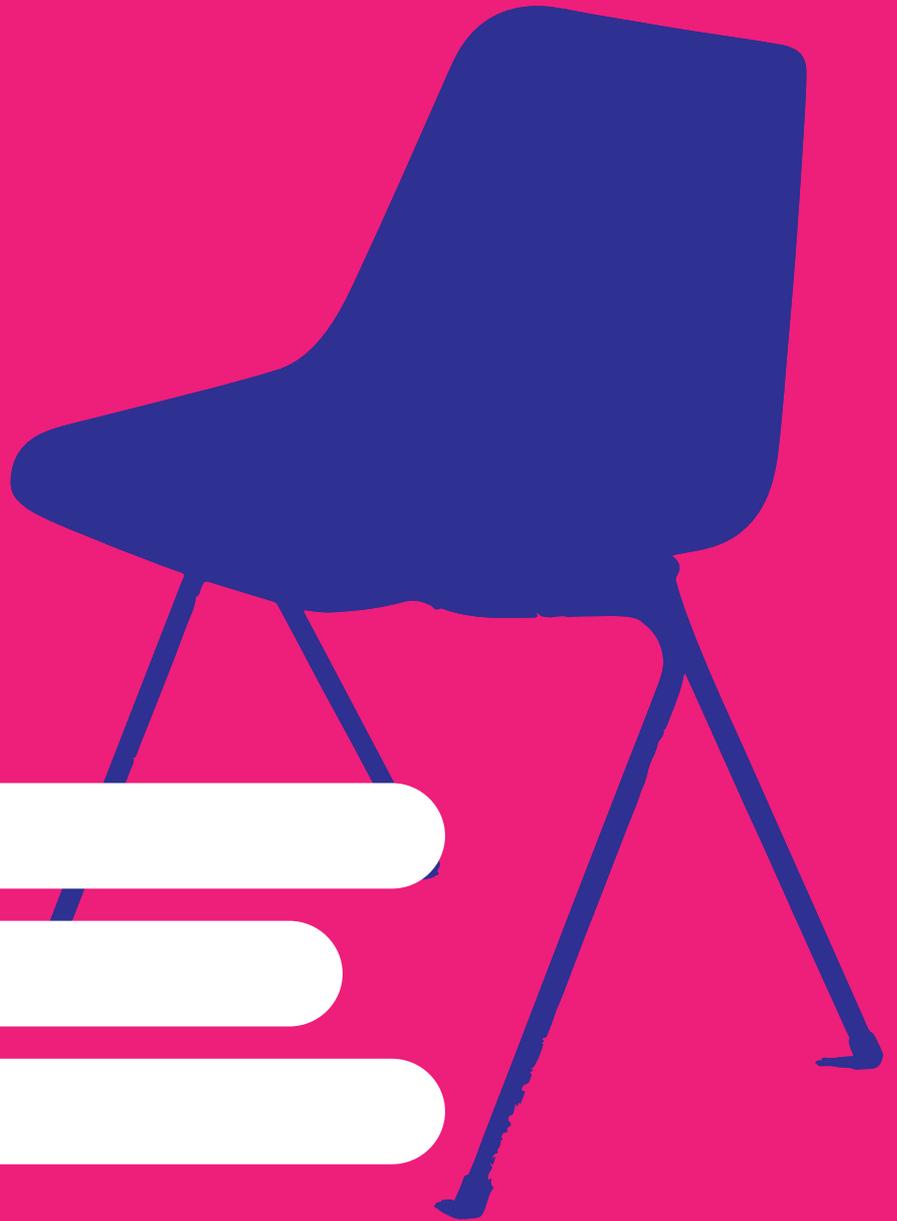
The arm has been employed in many other devices where it is necessary to hold an object stationary at a convenient point in space, notably the copy holder for typists and in some applications, the computer display screen.



is it a

DESIGN

classic?



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stacking chair

The Polypropylene stacking chair or Polyprop is a chair manufactured in an injection moulding process using polypropylene. It was designed by Robin Day in 1963 for S.Hille & Co.

It is now so iconic, it was selected as one of eight designs in a 2009 series of British stamps of "British Design Classics."

One of the very few chairs that after over 40 years is still in production

It is the best-selling chair in the world.
at a little under £3 in price.

The brief from Hille was for a low cost mass-produced stacking chair, affordable by all.



is it a

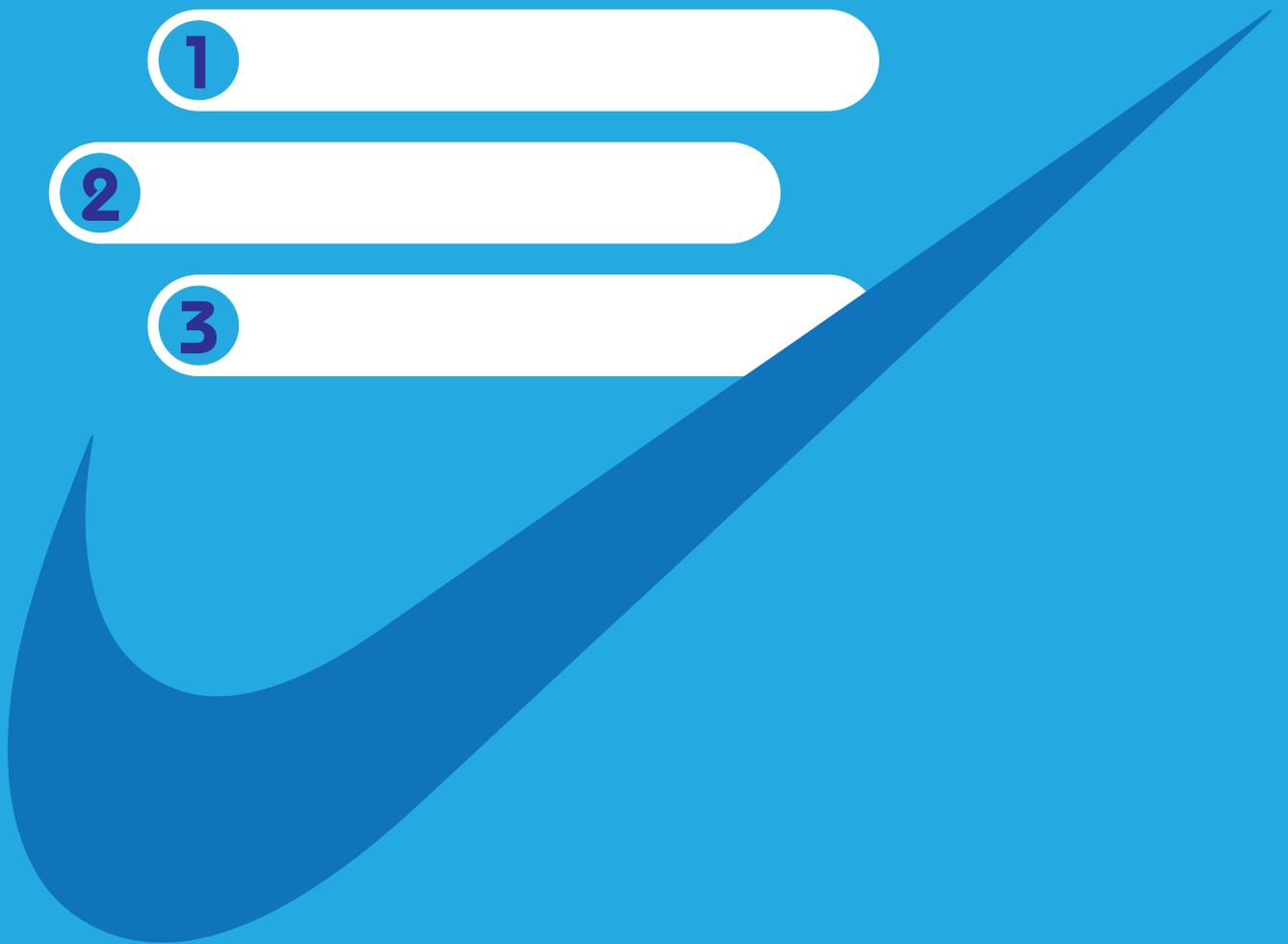
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nike swoosh logo

The swoosh is the logo of the athletic shoe and clothing manufacturer Nike. It is one of the most recognized brand logos in the world.

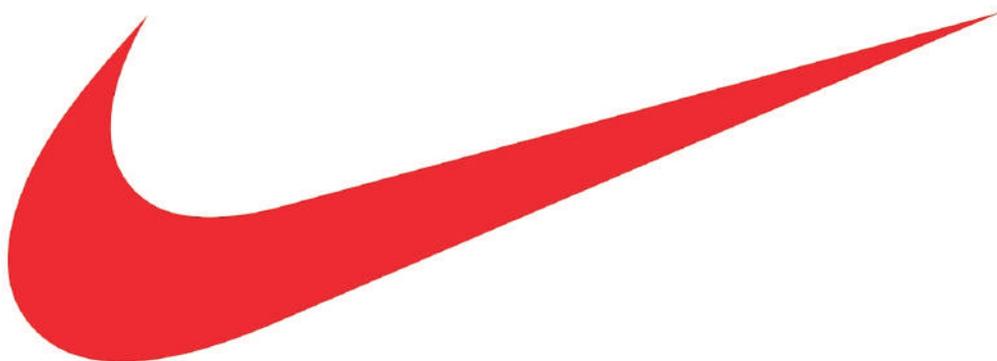
The Nike "Swoosh" is a corporate trademark created in 1971 by Carolyn Davidson, while she was a graphic design student at Portland State University.

Davidson submitted a bill for US\$35 for her work.

Until 1995, the official corporate logo for Nike featured the name Nike in Futura Bold, all-cap font, cradled within the Swoosh. In 1995, Nike began using the stand-alone Swoosh as its corporate logo as a form of debranding, and continues to use it that way today.

Davidson says it was a challenge to come up with a logo that conveyed motion.

In particular, the client was impressed with the stripes of rival company Adidas, so it was hard to come up with something original.



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