

design

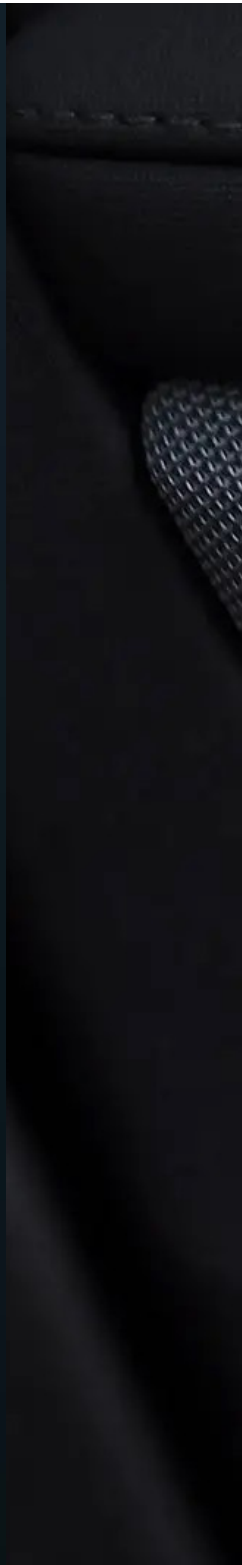
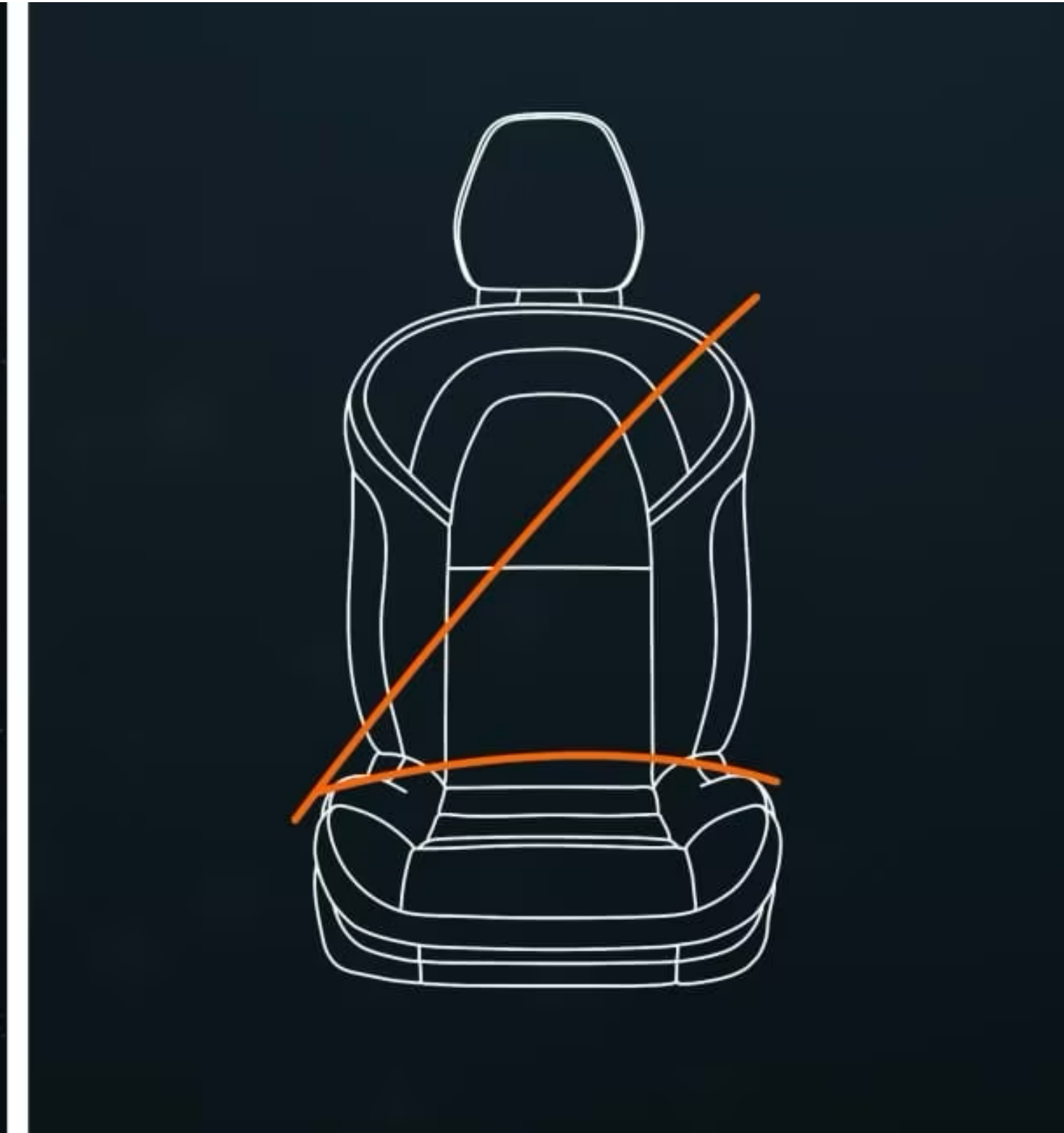
"de)sign"

consumers typically interpret a set of signifiers as literal, metaphorical or allegorical

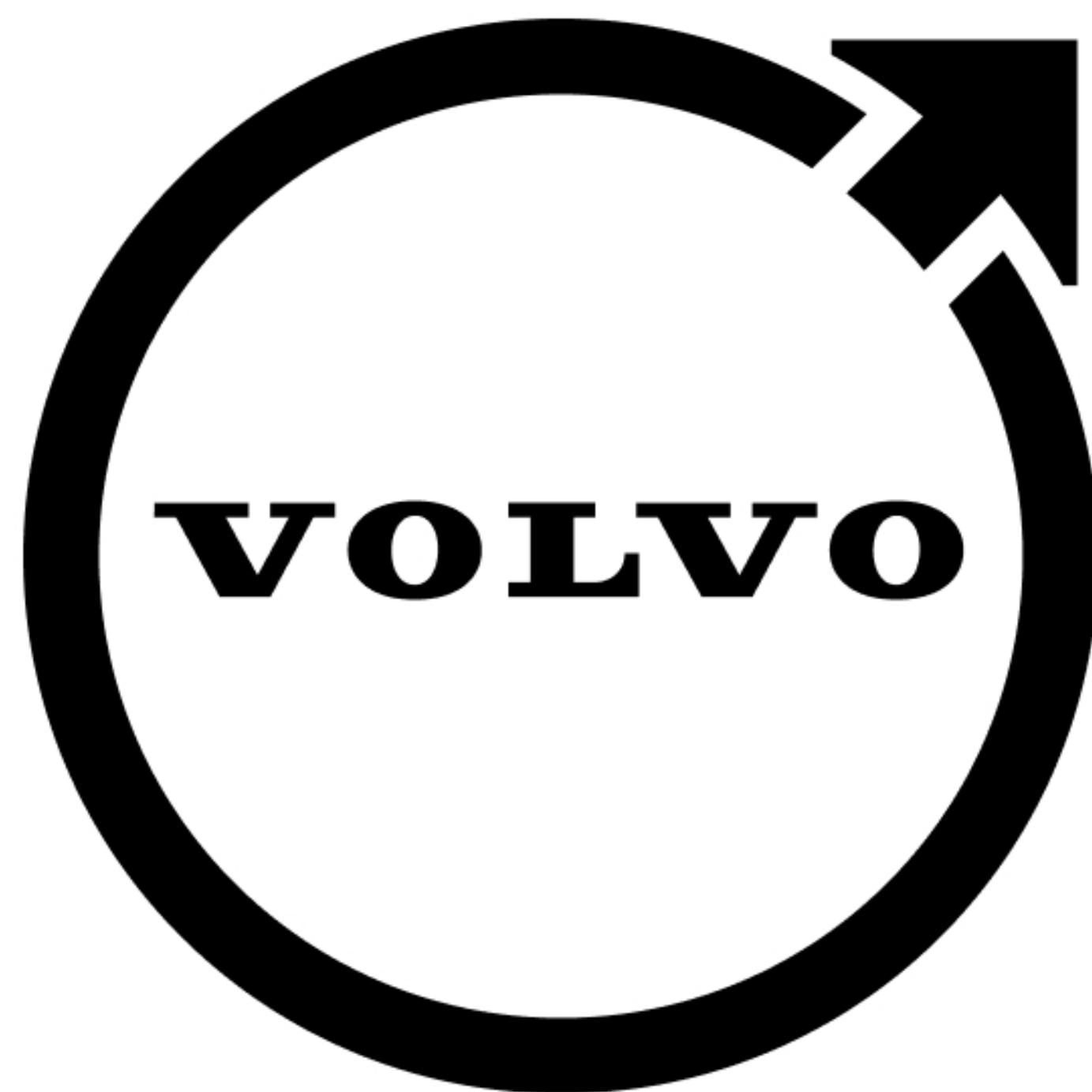


1959 – Three-point safety belt

There can be few men on the planet who have saved as many lives as Volvo engineer Nils Bohlin – he introduced three-point safety belts into the series production PV544. Since then, it's estimated that over one million lives have been saved as a result of Volvo Cars waiving its patent rights so everybody could benefit.











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