

Apple Industrial Designer: We're Cool, You're Not

Apple computers are well-recognized around the world, despite having a small market share in comparison to the plethora of Windows-based computers from manufacturers such as Dell, HP, Sony, and countless others. So, what makes people tick when they get an iPod or a MacBook in their hands? Easy: industrial design. Jonathan Ives, Senior VP of Industrial Design at Apple, talks about why design is so important to their products, and why a feature only becomes perfect when it is forgotten.

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