

anonymous

The anonymity of an object may result from the lack of a title, brand or association with a designer. It is often associated with mass produced items produced in large numbers and easily acquired. Anonymity might suggest a lack of identity in an object and may, therefore, make it seem less valuable. But perhaps it affords greater freedom for the user to create a relationship with the object. {March 2012}

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anonymous {see also *author, branding*}