

story

Whether it is a story about process, the designer or intended user and context, it seems that contemporary design objects increasingly have stories attached to them. It seems that advertising sitcoms like the recent BT phone adverts and the OXO gravy granule adverts that ran between 1983 and 1999 are a tool used to help consumers match products with their lifestyles. Stories around objects may also be generated through the branding of the object, designer profiles attached to the object or information about where or how the object has been made. {March 2012}

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story {see also *authentic, author*}

