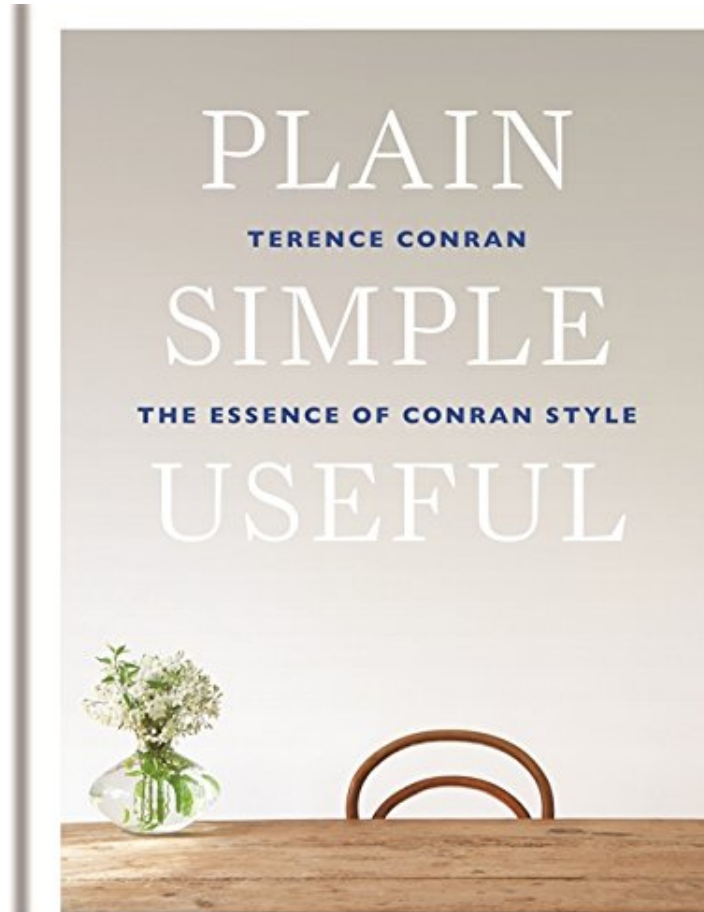


Plain Simple Useful: The Essence of Conran Style

Terence Conran

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Terence Conran : Plain Simple Useful: The Essence of Conran Style before purchasing it in order to gage whether or not it would be worth my time, and all praised Plain Simple Useful: The Essence of Conran Style:

0 of 0 people found the following review helpful. A good book, showing Iconic changes in furniture.By nancy gI was not sure what the book would be like. It is a good reminder of Terence Conrad's influence from earlier years. I am not as taken by his rooms as I was years ago. It does show the iconic changes in modern furniture. I love seeing the furniture, but I may pass along the book.0 of 0 people found the following review helpful. I have found this book to be the most useful in planning a bath and kitchen remodelBy KellySI have found this book to be the most useful in planning a bath and kitchen remodel. It really does break the decisions down to the most basic, plain, useful ideas. There are so many design options out there but personally, if I'm doing a remodel of a room that needs to last 25 years, I prefer to weed out the trends. Conrad's book is the perfect guide to figuring out what makes a design timeless.0 of 0 people found the following review helpful. Five StarsBy GretaCargoI love Conran's books and practical suggestions; I have several of his books.

Terence Conran has always believed that objects - and surroundings - that are plain, simple and useful are the key to easy living. By being practical and performing well over time, they are as much the antidote to superficial styling as they are to the shoddy and second-rate. Applied to the home as a whole, this discerning approach results in interiors that are effortlessly stylish, confident and timeless, with plenty of room for the expression of personal taste. Plain Simple Useful is organized according to the main activities that take place at home. Inspirational interiors, many of which are Conran's own, and a number of projects designed by him exclusively for this book, provide all the guidance you need to tailor-make your own storage. The book also features iconic examples of classic designs that will enhance any home, as well as a peek behind the closed doors of those well-ordered closets, pantries, and other storage spaces that contribute so much to easy living.

About the Author Terence Conran is one of the world's best-known designers, restaurateurs, and retailers. In the 1960s he founded Habitat in the UK, a chain of homeware stores that brought good, modern design within reach of the general population for the very first time. Over the subsequent 50 years Terence built another group of companies centered around design, retailing, restaurants and hotels. Today, Conran owns restaurants and shops in eight cities throughout the world and a design business serving many international clients that includes architecture and interior design, product and graphic design and brand licensing. In January 2011 Conran began working with Marks Spencer in the UK, designing an exclusive range of homewares for the store. In 2012 Conran signed a deal to collaborate with US retail giant JCPenney to design an exclusive range of furniture, lighting, and accessories for the home. The initial collection will launch in spring 2013 into 300 JCPenney stores throughout the US and there will be new ranges launching each spring and fall. Terence was knighted for his services to design in 1983 and has been provost of the Royal College of Art in London. In 1982 he opened the very first museum in the world dedicated to design, which is now the celebrated Design Museum in London, due to move to new premises in 2015 thanks to a massive expansion programme.