

ORGANISATION THEORY AND DESIGN DAFT 2ND EDITION Latest Edition

Organisation Theory and Design Daft 2nd Edition is a comprehensive resource that explores the fundamental concepts of how organizations are structured and managed. As a seminal work in the field, this book provides insights into the principles of designing effective organizations to adapt to dynamic environments, improve performance, and foster innovation. The second edition of Daft's work continues to build on foundational theories while incorporating recent developments, making it an essential guide for students, scholars, and practitioners interested in organizational design and behavior.

Understanding Organisation Theory

Organisation theory is the study of how organizations function, develop, and adapt within their environments. It examines the structures, processes, and cultures that influence organizational effectiveness.

Core Concepts of Organisation Theory

Organisation theory encompasses several key concepts, including:

- **Structure:** The arrangement of roles, responsibilities, and authority within an organization.
- **Design:** The process of creating or modifying organizational structures to align with strategic goals.
- **Culture:** The shared values, beliefs, and norms that shape behavior within an organization.
- **Environment:** The external forces such as competition, technology, and regulation that impact organizational operations.
- **Technology:** The tools and processes used to produce goods and services, influencing organizational design choices.

Historical Development of Organisation Theory

Understanding the evolution of organization theory helps contextualize current practices:

- **Classical Approach:** Emphasizes hierarchy, specialization, and formal rules (e.g., Weber's bureaucracy).

- **Human Relations Movement:** Focuses on employee needs, motivation, and group dynamics.
- **Contingency Theory:** Suggests that organizational structure should depend on environmental and internal factors.
- **Modern Theories:** Include systems theory, learning organizations, and network approaches.

Principles of Organisation Design as per Daft 2nd Edition

Daft's second edition emphasizes that effective organizational design aligns with strategic objectives and environmental demands. It advocates a flexible, adaptable approach that considers both formal structure and culture.

Major Elements of Organizational Design

Daft identifies several core elements that shape organizational design:

- **Work Specialization:** Division of labor into distinct tasks.
- **Departmentalization:** Grouping jobs into units based on functions, products, geography, or customers.
- **Chain of Command:** The line of authority that clarifies reporting relationships.
- **Span of Control:** The number of employees a manager supervises directly.
- **Centralization and Decentralization:** The degree to which decision-making authority is concentrated or dispersed.
- **Formalization:** The extent to which rules, procedures, and communications are standardized.

Design Types and Structures

Daft discusses various organizational structures suitable for different strategic needs:

- **Functional Structure:** Organized around specific functions such as marketing, finance, HR.
- **Diversification/Divisional Structure:** Organized around products, services, or geographic locations.
- **Matrinal Structure:** Combines functional and divisional structures to facilitate flexibility.
- **Team-Based Structure:** Emphasizes collaboration through teams working on projects.
- **Network and Virtual Structures:** Rely on outsourcing and technology to create flexible, often less hierarchical organizations.

Designing Organizations for Strategic Effectiveness

Daft's approach underlines that organizational design should serve strategic goals, be adaptable,

and promote innovation.

Aligning Structure with Strategy

Effective organizational design begins with understanding the company's strategic intent:

- **Cost Leadership:** Structures emphasizing efficiency, standardization, and tight control.
- **Differentiation:** Structures fostering innovation, flexibility, and customer focus.
- **Focus Strategies:** Structures tailored to specific market segments or niches.

Factors Influencing Organizational Design

Several internal and external factors influence how organizations are structured:

- **Size:** Larger organizations tend to require more formal structures.
- **Environment:** Stable environments favor mechanistic structures; dynamic environments favor organic structures.
- **Technology:** Complex or innovative technologies necessitate flexible and decentralized designs.
- **Strategy:** The company's strategic priorities guide structural choices.

Designing for Flexibility and Innovation

Daft emphasizes the importance of flexibility:

- Encourage cross-functional teams to foster collaboration.
- Implement flat hierarchies to reduce bureaucracy.
- Use technology to enable remote and virtual work.
- Promote a culture of continuous learning and adaptation.

Modern Trends in Organizational Design

Daft 2nd edition also discusses emerging trends shaping organizational design in the 21st century.

Agile and Adaptive Organizations

Agile organizations prioritize speed, flexibility, and customer responsiveness:

- Use of cross-functional teams.
- Decentralized decision-making.
- Iterative processes and continuous improvement.

Network and Virtual Organizations

Leveraging technology, organizations increasingly rely on networks and virtual teams:

- Outsourcing non-core activities.
- Forming strategic alliances and partnerships.
- Utilizing cloud computing and communication tools for remote collaboration.

Holacracy and Flat Structures

New organizational models challenge traditional hierarchies:

- Distributed authority and decision-making.
- Focus on roles rather than fixed positions.
- Enhanced transparency and employee empowerment.

Challenges and Considerations in Organizational Design

While designing organizations, managers must navigate certain challenges:

Balancing Formality and Flexibility

Finding the right balance between standardized procedures and adaptability is critical:

- Overly formal structures can stifle innovation.
- Too much flexibility may lead to confusion and lack of control.

Managing Change

Redesigning organizations often involves significant change:

- Communicate clearly to reduce resistance.
- Involve employees in the redesign process.

- Provide training and support during transitions.

Global and Cultural Considerations

Global organizations must consider cultural differences:

- Design structures that respect local customs and practices.
- Ensure effective communication across borders.

Conclusion

Daft's second edition on organization theory and design offers a rich framework for understanding how organizations are structured and how they can be designed to achieve strategic goals effectively. By integrating classical principles with modern trends, Daft provides valuable insights into creating flexible, innovative, and responsive organizations. Whether for academic purposes or practical application, understanding the core ideas in this book equips managers and students to navigate the complexities of organizational design in a rapidly changing world.

For further reading, exploring Daft's detailed case studies, current research, and practical frameworks can deepen understanding. Mastery of organization theory and design not only enhances organizational performance but also prepares leaders to adapt proactively to future challenges.

Organisation Theory and Design, 2nd Edition: An In-Depth Review

Introduction to Organisation Theory and Design

Organisation theory and design serve as foundational pillars in understanding how organizations operate, adapt, and thrive in complex environments. The 2nd edition of this seminal work offers a comprehensive exploration of these concepts, updating classic frameworks with contemporary insights. This book aims to bridge theory and practice, providing students, scholars, and practitioners with the tools necessary to analyze and shape organizational structures effectively.

Scope and Purpose of the Book

The primary goal of Organisation Theory and Design, 2nd Edition is to:

- Present a thorough overview of organizational theories from classical to modern perspectives.
- Provide practical frameworks for designing and managing organizations.

- Incorporate recent developments, such as digital transformation, agility, and global interconnectedness.
- Foster critical thinking about organizational structures, culture, and strategy.

This dual focus on theory and application makes the book a valuable resource for a broad audience, ranging from academics to business leaders.

Content Overview and Structural Breakdown

The book is systematically organized into sections that progressively deepen the reader's understanding:

- Foundations of Organization Theory
- Classical and Bureaucratic Approaches
- Contemporary and Modern Theories
- Organizational Design Principles
- Special Topics in Organization Design
- Future Trends and Challenges

Each section delves into specific themes, offering historical context, theoretical frameworks, and real-world applications.

Deep Dive into Key Sections

Foundations of Organization Theory

This opening section establishes the baseline concepts, defining what organizations are and why their design matters. It discusses:

- The nature and purpose of organizations.
- The relationship between organizational structure and strategy.
- The importance of effective coordination and control mechanisms.
- Basic terminologies and models used in organizational analysis.

The authors emphasize that understanding organization theory is essential for diagnosing problems and designing effective solutions.

Classical and Bureaucratic Approaches

This section revisits the roots of organizational thought, highlighting:

- Classical Management Theory: Focused on efficiency, specialization, and hierarchy. Key contributors like Frederick Taylor (scientific management), Henri Fayol (administrative principles), and Max Weber (bureaucracy) are discussed in depth.
- Bureaucratic Model: Weber's ideal-type bureaucracy emphasizes formal rules, impersonality, and division of labor, which aimed to maximize efficiency and fairness.
- Strengths and Limitations:
 - Strengths: Clear authority lines, predictability, and consistency.
 - Limitations: Rigidity, resistance to change, and potential dehumanization.

The authors critique these approaches by illustrating how they laid the groundwork for more flexible, adaptive organizational designs.

Contemporary and Modern Theories

Moving beyond classical constraints, this section introduces newer paradigms:

- Contingency Theory: Argues that organizational structure should fit the environment; there is no one-size-fits-all model.
- Systems Theory: Organizations are viewed as complex systems with interdependent parts, emphasizing feedback and adaptation.
- Structural Contingency Models: Focus on variables like size, technology, environment, and strategy to determine optimal structure.
- Learning Organization Theory: Highlights adaptability, continuous improvement, and knowledge sharing.
- Network and Virtual Organizations: Explore modern organizational forms driven by digital connectivity and outsourcing.

This section underscores that flexibility and context-awareness are crucial for effective design in dynamic environments.

Organizational Design Principles

This core section explores the practical aspects of structuring organizations:

- Structural Dimensions:
- Formalization: Rules, procedures, and documentation.

- Centralization vs. Decentralization: Authority distribution.
- Hierarchy and Span of Control: Levels of management.
- Specialization vs. Cross-Functional Teams.
- Design Approaches:
 - Functional Structure.
 - Divisional Structure.
 - Matrix Structure.
 - Team-Based and Agile Structures.
 - Network and Modular Designs.
- Design Process:
 - Diagnosing organizational needs.
 - Selecting appropriate structural features.
 - Implementing change with stakeholder involvement.
 - Evaluating effectiveness.

The authors emphasize that organizational design is not static but an ongoing process aligned with strategic goals.

Special Topics in Organization Design

This section covers emerging and complex topics:

- Organizational Culture and Climate: How shared values influence structure and behavior.
- Innovation and Entrepreneurship: Designing flexible structures that foster creativity.
- Globalization and Multinational Structures: Managing across borders with diverse cultural contexts.
- Digital Transformation: Incorporating technology into organizational frameworks.
- Agile and Lean Organizations: Emphasizing speed, flexibility, and customer focus.
- Resilience and Change Management: Adapting to environmental shocks and internal shifts.

These topics reflect the evolving landscape of organizational design in the 21st century.

Strengths of the 2nd Edition

- Updated Content: Incorporates recent trends like digital organizations, agile methodologies, and global challenges.
- Balanced Approach: Combines classical theories with modern innovations, providing historical context and current relevance.
- Practical Frameworks: Offers tools, checklists, and case studies to facilitate real-world

application.

- Interdisciplinary Perspectives: Draws from sociology, psychology, management, and information technology.
- Critical Analysis: Encourages readers to question assumptions and adapt theories to their specific contexts.

Limitations and Criticisms

- Complexity for Beginners: The depth and breadth may be overwhelming for newcomers.
- Limited Focus on Non-Western Perspectives: While comprehensive, the emphasis tends to lean toward Western organizational models.
- Rapid Technological Changes: Despite updates, future trends like AI and blockchain may warrant more exploration.
- Implementation Challenges: Theoretical models may not always translate smoothly into practice without contextual adjustments.

Who Should Read This Book?

- Students: Those studying organizational behavior, management, or business.
- Practitioners: HR professionals, organizational development consultants, and managers.
- Academics: Researchers interested in organizational theory.
- Entrepreneurs: Leaders seeking to design effective, adaptable organizations.

Conclusion: The Value of the 2nd Edition

Organisation Theory and Design, 2nd Edition stands out as a comprehensive, well-structured, and insightful resource. Its blend of theory, practical frameworks, and contemporary issues makes it highly relevant for understanding the complexities of modern organizations. While it may challenge readers with its depth, the book ultimately equips them with the knowledge to analyze, design, and lead organizations effectively in an ever-changing world.

This edition's emphasis on integrating classic principles with modern innovations ensures it remains a vital reference for anyone committed to organizational excellence and strategic agility. Whether used as a textbook or a professional guide, it offers valuable insights that can inform effective organizational development today and in the future.

Question What are the key principles of organisation design outlined in Daft's 'Organisation Theory and Design, 2nd edition'? Daft emphasizes principles such as specialization, formalization, centralization, hierarchy of authority, and departmentalization as fundamental to

effective organisation design. How does Daft describe the impact of environmental changes on organisational structure? Daft explains that organisations must adapt their structures such as becoming more flexible or decentralized in response to environmental volatility and complexity to maintain effectiveness. What are the main types of organisational structures discussed in Daft's book? Daft covers several structures including functional, divisional, matrix, team-based, and virtual organizations, highlighting their features and suitability depending on organisational goals. How does Daft's second edition address the concept of organisational culture in relation to design? Daft emphasizes that organisational culture influences and is influenced by structure, advocating for alignment between culture and design to foster innovation and employee engagement. What role does technology play in organisational design according to Daft's 'Organisation Theory and Design, 2nd edition'? Daft discusses how technological advancements enable new organisational forms like virtual teams and network structures, impacting communication, coordination, and decision-making processes. How does Daft approach the concept of decentralization versus centralization? Daft explains that decentralization can enhance responsiveness and innovation, while centralization can improve control and consistency; the choice depends on organisational strategy and environment. What are the common challenges in implementing organisational design changes as highlighted by Daft? Daft identifies resistance to change, misalignment with strategic goals, and operational disruptions as primary challenges in redesigning organisations. How does Daft's second edition incorporate contemporary issues like agility and innovation into organisation design? Daft emphasizes the importance of flexible, team-based, and networked structures that support rapid adaptation, innovation, and continuous learning in modern organisations. What is the significance of formalization in organisation design according to Daft? Formalization refers to the extent of documented rules and procedures; Daft notes that higher formalization can improve consistency but may reduce flexibility and innovation.

Related keywords: organization structure, organizational behavior, management principles, organizational design, leadership theories, corporate strategy, business processes, organizational culture, management practices, Daft organization theory

CHARLOTTE AND PETER FIELL

Charlotte and Peter Fiell are renowned figures in the world of design, architecture, and contemporary visual culture. Their collaborative work as authors, researchers, and curators has significantly influenced how we perceive design history and its impact on modern society. With a keen eye for detail and a passion for uncovering the stories behind iconic objects and movements, Charlotte and Peter Fiell have established themselves as authoritative voices in the field. This article delves into their backgrounds, contributions, notable publications, and their lasting influence on design scholarship.

Who Are Charlotte and Peter Fiell?

Background and Career Overview

Charlotte and Peter Fiell are British design historians and authors celebrated for their extensive work on design history and contemporary design trends. Their collaborative efforts have resulted in numerous influential publications that are widely used by students, professionals, and enthusiasts alike.

Charlotte Fiell's academic background is rooted in art and design history, which she has combined with her keen interest in the cultural aspects of design. Peter Fiell, on the other hand, is recognized for his expertise in design criticism and his ability to contextualize design within broader social and cultural frameworks.

Together, they have spent decades researching, writing, and curating exhibitions that highlight the evolution of design from the early modern period to the present day.

Major Contributions to Design Literature

Key Publications

The Fiells are perhaps best known for their comprehensive and visually engaging books that explore various facets of design. Some of their most influential publications include:

- **Design of the 20th Century** ? A definitive guide that chronicles the development of design over the last hundred years, covering everything from industrial design to graphic arts.
- **1000 Lights** ? An extensive survey of lighting design, showcasing innovations and iconic fixtures from around the world.
- **Furniture Design** ? An in-depth look at the evolution of furniture, highlighting key designers and movements that shaped modern interiors.
- **Design Culture: An Anthology** ? A collection of essays and case studies that examine the cultural significance of design across different eras and regions.

Their books are characterized by their rich visual content, combining high-quality photographs, detailed illustrations, and insightful analysis, making them invaluable resources for understanding the history and significance of design.

Curatorial and Exhibition Work

Beyond their publications, Charlotte and Peter Fiell have curated numerous exhibitions that have

traveled worldwide. These exhibitions often serve as visual narratives that bring their written work to life, engaging audiences with immersive experiences.

Some notable exhibitions include:

- Modern Masters: Design in the 20th Century ? Showcasing key works from influential designers.
- Lighting the Future ? Exploring innovations in lighting technology and design.
- Furniture of the 21st Century ? Highlighting contemporary trends and emerging designers.

Their curatorial work emphasizes the importance of storytelling in design and underscores the social, cultural, and technological factors that influence creative practices.

Their Approach to Design History

Interdisciplinary Perspective

Charlotte and Peter Fiell advocate for an interdisciplinary approach to understanding design. They believe that design cannot be studied in isolation but must be contextualized within cultural, political, and technological frameworks.

This perspective allows their work to:

- Connect design movements with historical events.
- Analyze the societal impact of technological innovations.
- Explore the ways design reflects cultural identities.

Visual Emphasis

A hallmark of their publications is the emphasis on visual content. They understand that design is a highly visual discipline, and their books are often praised for their stunning imagery that complements scholarly analysis.

This visual focus:

- Enhances reader engagement.
- Provides a comprehensive understanding of design objects.
- Inspires designers and enthusiasts alike.

Influence and Legacy

Educational Impact

Charlotte and Peter Fiell's work has become standard reading in design education worldwide. Their books are frequently cited in university courses on design history, industrial design, and visual culture.

Their clear explanations and rich visuals make complex subject matter accessible to students and newcomers to the field.

Inspiring Contemporary Designers

Many modern designers cite the Fiells' publications as sources of inspiration. Their detailed case studies and historical insights help emerging designers appreciate the roots of their craft and the evolution of design principles.

Promoting Design Awareness

Through their exhibitions and writings, the Fiells have helped raise public awareness about the importance of design in everyday life. They emphasize that good design is not only functional but also culturally meaningful and aesthetically compelling.

Notable Awards and Recognitions

Over the years, Charlotte and Peter Fiell have received numerous accolades for their contributions to design scholarship and publishing, including:

- Design awards from major institutions.
- Recognition for their influence in curatorial practices.
- Honorary mentions for promoting design literacy worldwide.

Conclusion

Charlotte and Peter Fiell are pivotal figures in the understanding and appreciation of design. Their work bridges scholarly research and popular engagement, making complex design histories accessible and compelling. Whether through their meticulously researched books, inspiring exhibitions, or educational initiatives, they continue to shape the discourse around design's role in culture and society. For anyone interested in the evolution of design or seeking to deepen their appreciation of creative innovation, exploring the work of Charlotte and Peter Fiell offers valuable

insights and inspiration.

Keywords: Charlotte and Peter Fiell, design history, design books, design exhibitions, influential designers, contemporary design, visual culture, design education, industrial design, furniture design, lighting design

Charlotte and Peter Fiell are renowned names in the world of design, architecture, and contemporary culture. Their collaborative work as authors, curators, and commentators has significantly shaped how audiences engage with design history and innovation. This dynamic duo's influence extends across numerous publications, exhibitions, and educational initiatives, making them pivotal figures for anyone interested in the evolution of design and its cultural implications. In this guide, we'll explore their backgrounds, key contributions, notable publications, and the enduring impact they have had on the field of design.

Who Are Charlotte and Peter Fiell?

Charlotte and Peter Fiell are a married couple with a shared passion for design. Their combined expertise spans decades, during which they have authored influential books, curated exhibitions, and contributed to scholarly discussions on design's role in society. Their work often blurs the lines between academic analysis and accessible storytelling, making complex topics approachable for both specialists and general readers.

Backgrounds and Expertise

- Charlotte Fiell: Charlotte has a background rooted in design history and cultural studies. Her focus often emphasizes contemporary design movements and their socio-cultural contexts.

- Peter Fiell: With a robust background in industrial design and architecture, Peter's insights frequently delve into design innovation, craftsmanship, and technological advancements.

Together, their complementary skills allow them to craft comprehensive narratives that contextualize design within broader historical, technological, and cultural frameworks.

Major Contributions and Notable Works

Influential Publications

The Fiell couple has authored and edited numerous books that have become staples in the fields of design and architecture. Some of their most notable publications include:

- "1000 Chairs" (2002): An exhaustive survey of chair design, exploring its evolution from functional object to icon of style and artistic expression.
- "Design of the 20th Century" (1999): A comprehensive overview of the century's most influential designers, movements, and innovations.
- "The Story of Design" (2012): A richly illustrated narrative tracing the history of design from prehistory to the digital age.
- "Fashion Design": Exploring the trajectory of fashion as an integral aspect of cultural expression and innovation.
- "The FIELL Collection": A series highlighting iconic design pieces, offering insights into their creation and significance.

Curatorial and Exhibition Work

Beyond their writing, Charlotte and Peter Fiell have curated numerous exhibitions showcasing design history and contemporary innovation. Their curatorial approach often emphasizes storytelling, contextualizing objects within cultural and societal shifts.

Educational Impact

Their work has been influential in academic settings, inspiring curricula, lectures, and seminars that introduce students and professionals alike to the richness of design history.

The Fiell Approach to Design

The Fiell duo's methodology combines rigorous research with engaging storytelling. They aim to:

- Make Design Accessible: Simplify complex concepts without sacrificing depth, making design history approachable for a broad audience.
- Highlight Cultural Contexts: Emphasize how design reflects, influences, and responds to societal changes.

- Showcase Innovation: Celebrate the creative process behind iconic objects, emphasizing craftsmanship, technology, and artistic vision.

- Foster Appreciation for Craftsmanship: Recognize the skill and artistry involved in design, encouraging respect for both historical and contemporary designers.

Key Themes in Their Work

- The Evolution of Design

Charlotte and Peter Fiell trace how design has evolved over centuries, influenced by technological advancements, cultural shifts, and economic factors. From early craftsmanship to mass production and digital design, they highlight pivotal moments and figures.

- The Intersection of Art and Function

Their work often explores how functional objects become symbols of aesthetic movement, reflecting societal values and individual identity.

- Sustainability and Future Trends

Recent writings emphasize the importance of sustainable design and innovation in addressing global challenges, positioning the Fiell couple as forward-thinking commentators.

- Design as a Cultural Phenomenon

They argue that design is not merely about objects but is deeply intertwined with cultural narratives, politics, and social change.

Influence and Legacy

Charlotte and Peter Fiell have played a crucial role in elevating the discourse around design, blending scholarly rigor with popular appeal. Their publications are widely used in academic courses, while their exhibitions and public talks inspire a broader appreciation for design's role in shaping human experience.

Key Contributions to the Field

- Bridging Academic and Popular Audiences: Their work makes scholarly insights accessible, fostering a wider appreciation.
- Documenting Design History: Their comprehensive catalogs serve as essential references.
- Encouraging Critical Engagement: They challenge audiences to consider design's impact on society and the environment.

Conclusion: The Enduring Impact of Charlotte and Peter Fiell

In sum, Charlotte and Peter Fiell have established themselves as influential voices in the study and celebration of design. Their collaborative efforts have produced a body of work that is both academically rigorous and broadly accessible, shaping how we understand the history, present, and future of design. Whether through their books, exhibitions, or lectures, they continue to inspire new generations of designers, historians, and enthusiasts to appreciate the artistry, innovation, and cultural significance of design objects and movements.

Their legacy underscores the idea that design is not just about aesthetics but a vital part of human culture—an ongoing dialogue between function, form, and society. As the world faces new challenges and opportunities, the insights and enthusiasm of Charlotte and Peter Fiell remain vital sources of inspiration and knowledge in the ever-evolving landscape of design.

Question Who are Charlotte and Peter Fiell in the design world? Charlotte and Peter Fiell are renowned design historians, authors, and curators known for their influential books and contributions to design education and appreciation. What are some notable works by Charlotte and Peter Fiell? Their notable works include 'Design of the 20th Century', 'Furniture Design', and 'The Story of Graphic Design', which are widely regarded as essential references in the field. How have Charlotte and Peter Fiell influenced design history? Through their comprehensive publications and exhibitions, they have significantly shaped the understanding and appreciation of modern and contemporary design worldwide. Are Charlotte and Peter Fiell involved in any design exhibitions? Yes, they have curated numerous exhibitions on design topics, showcasing their expertise and promoting design awareness in museums and galleries globally. What is the focus of Charlotte and Peter Fiell's writing? Their writing primarily focuses on the history, evolution, and cultural impact of design, covering areas like furniture, graphic design, and industrial design. Have Charlotte and Peter Fiell received any awards for their work? Yes, they have received several awards and honors recognizing their contributions to design scholarship and publishing. Are Charlotte and Peter Fiell

involved in teaching or academic work? While primarily known as authors and curators, they have also contributed to academic programs and lectures related to design history. Where can I find the works of Charlotte and Peter Fiell? Their books are available in major bookstores, online retailers, and libraries, and their exhibitions have been held at prominent museums worldwide. What impact have Charlotte and Peter Fiell had on design education? They have influenced design education by providing comprehensive resources and inspiring new generations of designers and historians. Are Charlotte and Peter Fiell still active in the design community? As of the latest information, they continue to contribute through writing, curating, and participating in design discussions and events.

Related keywords: design, architecture, interior design, furniture, lighting, visual inspiration, design authors, modern design, Scandinavian design, design books

Read the full article online: [CHARLOTTE AND PETER FIELL](#)