Dear reader,

In today’s world we encounter huge global challenges: climate change, inequality, health, food access and many more. At BIS Publishers we are convinced that design enables us to come up with solutions to help solve these problems. Design has evolved tremendously throughout the past century: from graphic to industrial to interaction to systems design and from mono- to trans-disciplinary design. It has broadened its scope to a more omnipresent one.

Collaboration is necessary to create these solutions; we need different backgrounds, cultural as well as professional. We need to be disruptive in our thinking, to come up with the creative outcomes needed to tackle these global issues. But above all, “it’s about letting go of the search for the right answers, but looking for the right questions” (Warren Berger).

We hope our books and our authors can inspire you to come up with the right questions.

Talking about interdisciplinary design, *Think Like an Engineer, Don’t Act Like One* gives new insights from the mind of an engineer: widen your horizon and broaden your perspective. Our globalizing world, with interconnected societies and worldwide cooperation, confronts designers with the challenge of facing cultural diversity in design; *Culture Sensitive Design* offers a practical overview of both theory and methods to become culturally sensitive with design. Through curious mindsets and surprising features, designers, learners, and innovators are moved to new types of perspectives, approaches, beliefs, and routines. *Framing Play Design* provides frameworks to design for play experiences.

But it all starts with connecting to the people around you. *Dare to Ask* teaches you to ask questions like a professional. Asking questions makes us human, it helps us to establish connections, learn, and transform. So I ask you to stay connected via our social networks — and please like, share, and spread the word about our books!

For more information on our other Fall 2020 titles, please browse through our catalog or go to www.bispublishers.com for a comprehensive overview.

As always, if you have a good idea for a new project, do not hesitate to contact us. We would love to hear from you!

The BIS Publishers team,
Bionda Dias

Amsterdam, The Netherlands
Bionda@bispublishers.com
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This revised edition of the Delft Design Guide details strategies, techniques, and methods taught at the Bachelor and Master curriculum at the faculty of Industrial Design Engineering at the Delft University of Technology (TU Delft) – one of the top universities in the world. Formatted in a practical one-page text, illustrated for further clarification, and enriched with further reading suggestions.

It presents 12 perspectives on design, 6 models that describe how design works as an activity, 13 approaches that describe part of the design process, and 70 design methods used. Some are unique to the university, but most are commonly known and widely used. Product design at TU Delft is regarded as a systematic and structured activity, purposeful and goal-oriented. Due to its complexity, designing requires a structured and systematic approach, as well as moments of heightened creativity.

Design students can use the book as a reference manual in their learning process, managing their personal development in becoming a designer. Design tutors can use it as a reference manual to support students in their learning process. Design professionals can use the guide as a reference manual to support their design processes.

**Delft Design Guide**
Perspectives - Models - Approaches - Methods

**Info**
August 2020
224 pages
12¾ x 9¾ inches
Flexicover
$49.00
ISBN 978 90 6369 540 8

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Our globalizing world, with interconnected societies and worldwide cooperation, with migration and ever-increasing digitization brings together a complexity of cultural groups that need to live together. Consequently, it confronts designers with the challenge of facing cultural diversity in design.

This book offers a detailed overview of both theory and practical methods to equip designers to become culture sensitive in the 21st century design culture. Richly illustrated by anecdotes, examples, and cases, Culture Sensitive Design motivates design students, practitioners and educators to reflect on their own cultural backgrounds, learn more about the theories around cultures, and at the same time to stimulate them to put insights into practice.

Culture Sensitive Design helps not only to avoid mismatches between intended users and designs, but also to avoid mistakes that make our designs unacceptable for some groups of people. It is also needed to open up the design space, to create a source of new and better solutions.

**Culture Sensitive Design**
A Guide to Culture in Practice

**Info**
November 2020
160 pages
9¾ x 7¾ inches
Flexicover
$ 49.00
ISBN 978 90 6369 581 3

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**Author**
Armenie van Boeijen is Assistant Professor in Design, Culture & Society at the faculty of Industrial Design Engineering at TU Delft, where she obtained her master degree and PhD. Her research focuses on the role of culture in design processes.

Jelle Zijlstra is a design teacher and head of the Motion department at the Design Academy Eindhoven, he teaches design at IPO Rotterdam and design didactics at TU Delft.

**Related**
- Revised edition: about 30 new perspectives and methods added, that’s 33% new content
- The previous edition sold more than 11,500 copies
- TU Delft is among the top universities in Europe and in the world

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**Author**
Armenie van Boeijen (MSc), trained as an industrial designer, is Assistant Professor Industrial Design at the faculty of Industrial Design Engineering at the Delft University of Technology. Her research focuses on the role of culture in design processes. The aim is to develop knowledge and design methods & tools that support designers with a cultural sensitive approach to design. She is initiator and co-editor of the Delft Design Guide, moderator of the awarded Massive Open Online Course Product Design: The Delft Design Approach, and runs the double blended online course for master design students and design practitioners in Cultural Sensitive Design.

**Related**
- Models and methods to examine cultures and apply insights in practice
- Richly illustrated - with photos and graphics - to accompany anecdotes and case studies
- For design students, practitioners, and educators

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**Author**
Armenie van Boeijen (MSc), trained as an industrial designer, is Assistant Professor Industrial Design at the faculty of Industrial Design Engineering at the Delft University of Technology. Her research focuses on the role of culture in design processes. The aim is to develop knowledge and design methods & tools that support designers with a cultural sensitive approach to design. She is initiator and co-editor of the Delft Design Guide, moderator of the awarded Massive Open Online Course Product Design: The Delft Design Approach, and runs the double blended online course for master design students and design practitioners in Cultural Sensitive Design.

**Related**
- Models and methods to examine cultures and apply insights in practice
- Richly illustrated - with photos and graphics - to accompany anecdotes and case studies
- For design students, practitioners, and educators
What is inspiration? Can there be a method for finding inspiration? This book is both a guide to and a source of inspiration.

Designing involves individuality and a systematic approach, which we may apply consciously or subconsciously, depending on the project. The 5D-method for inspiration, created by author Alexandra Martini, is a valuable tool that you can use in any design process. It takes away the fear of starting a new project. This method uses the following five dimensions: Formal-Aesthetic Dimension, Haptic Dimension, Production Dimension, Cultural Dimension, and Interactive Dimension. It will help you analyze, experiment with, and realize your ideas. The first phase of the book will get you started with the method. The second phase encourages you to experiment and explore some unusual paths.

Inspired by Method is for all budding creatives who are involved with design in any shape or form. It is for anyone that wants to deepen their knowledge and intellectual portfolio professionally and develop their design skills further. The book provides orientation, guidance, methodology, and a soft process algorithm.

This book provides frameworks and theories at a more operational level, which can guide those interested in designing for particular play experiences at a hands-on level.

For many decades, play has been placed outside of learning spheres and only meant for children. In Europe today, there is a revival of characteristics and potentials found in strong play experiences. By observing life-long learning target groups, applied situations, and experience development industry — it is been proven that effect play is extremely beneficial. This book provides operational design guidelines on how to find strong balances in the making of specific play-based designs as well as how to involve users and stakeholders in the process of play design making.

Through curious mindsets and surprising features, designers, learners, and innovators are moved to new types of perspectives, approaches, beliefs, and routines. This is considered to be a vital ingredient in the 21st century and the coming decade because of rapid changes in school sectors and industry markets. The goal of this book is to provide the framework and theories at a more fundamental level in order to guide those interested in designing a forward-thinking play experiences at a hands-on level.

Author
Professor Alexandra Martini studied design at the Berlin University of the Arts (UdK) and the Escuela Superior del Disenõ Elisava, Barcelona. She holds a diploma in industrial design and a master’s in design from the Royal College of Art, London. She established her reputation with her Berlin office for design MARTINI, MEYER and is active in the fields of interiors, design and communication design. She is a professor in the design department at the University of Applied Sciences Potsdam, Germany.

Author
Sune Gudiksen worked with all sorts of play and game-based design and innovation process methods. He has written several conference papers, research journal articles, and anthology chapters. Recently, he published the dissemination book Gamification for business (Kogan page, 2019).

Helle Skovbjerg is the first professor on play design in Denmark and has a large international researcher network. She published around 60 publications and has been editor of several books, including a broad foundational book called Perspectives On Play (2019). Hele Stovring is the first professor on play design in Denmark and has a large international researcher network. She published around 60 publications and has been editor of several books, including a broad foundational book called Perspectives On Play (2019).
Creative Content Kit
A Method to Ideate and Create Content Strategy

Creative Content Kit is an innovative four step method (model, filter, frame, amplify) to create content strategy through ideation, planning, and prototyping. This deck of cards is made to facilitate content-thinking in teams and provide a liberating structure for independent and solo users.

The first stage, MODEL, contains cards that help you to define the reason your content needs to exist. For people who work with content, establishing the model upon which you will create your content is the first step towards a consistent and aligned strategy. The cards in the second stage, FILTER, present content types that you can choose to include or exclude in your editorial approach. This stage is a critical moment for ideation; it is where you will decide what is going to be produced and published. FRAMES are platforms which present and distribute your content. They represent how and where your audience will experience content: videos on Facebook, photos on Instagram, short texts on Twitter, etc. Finally, you want assure your strategy can reach your audience, and that your content will not get lost or ignored. AMPLIFY is the fourth and final stage, it helps to expose your content to the optimal number of people.

Author
Ana Bender achieved an academic distinction at London College of Communication (University of the Arts London) for distilling and packaging MA Publishing’s expertise at managing and trading content into a deck of cards, the Creative Content Kit. She is an experienced transdisciplinary Strategic Designer with Masters of Research in Design at UNISINOS (Brasil), graduated in 2010. She is based in London with a strong network in Brazil.

The Fast Guide to Accessibility Design

New in the architectural series (previous published in this series: The Fast Guide to Architectural Form) is The Fast Guide to Accessibility Design. Written by Baires Raffaelli, this book explores ways to create a project that focuses on accessibility. The topics discussed include a wide range of perspectives and double as a checklist for designing accessible spaces to suit the needs of all users.

This practical guide will help architects and designers consider details from every angle so that they can create spaces that are welcoming, inclusive, and functional as possible.

Author
Baires Raffaelli, PhD in Architecture, Theory and Planning. Graduated cum laude in Rome La Sapienza University, where he has been researching and teaching for years in Architecture and Engineering students. He has performed research within the fields of housing, population density and public spaces, and the results have been the source for partnerships among universities, public authority and private companies. He is the creator and developer of the Buildings and Open Areas AAVLA index (Certificate of Accessibility Level Evaluation). Co-founder of BRRE, he has been appointed by the City of Assisi, Italy, for the realization of the master-plan for the removal of architectural barriers in 2019.

Related
- This book will serve as a simple checklist for any accessibility projects
- Previous edition sold over 6,000 copies

Author
Baires Raffaelli, PhD in Architecture, Theory and Planning. Graduated cum laude in Rome La Sapienza University, where he has been researching and teaching for years in Architecture and Engineering students. He has performed research within the fields of housing, population density and public spaces, and the results have been the source for partnerships among universities, public authority and private companies. He is the creator and developer of the Buildings and Open Areas AAVLA index (Certificate of Accessibility Level Evaluation). Co-founder of BRRE, he has been appointed by the City of Assisi, Italy, for the realization of the master-plan for the removal of architectural barriers in 2019.
This edition in the Think Like a... series displays the wonderful world of engineering. This bundle of insights shows why no one can hold you responsible for the impact of gravity, what Gerrit Rietveld can teach you about going against the flow, and how Netflix goes beyond binge-watching. This book is for anyone who wants to broaden their perspective and their horizons.

The Think Like a... series gives you 75 inspiring, educational, and sometimes hilarious insights into the brilliant minds of lawyers, managers, artists, designers, and engineers. Their advice gives every professional tools to apply in their own life.

This series provides you with 75 inspiring, educational, and sometimes hilarious insights into the adventurous minds of lawyers, managers, artists, designers, and engineers. The insights give every professional tools to apply in their own life; when you're dealing with grumpy police officers, angry neighbours, unwilling debtors, failing clients, nasty lawyers and other conflict seekers.

Or learn from approaches to help you foresee or manage unpredictable situations. Or take a fresh look at art and let it inspire you when answering fundamental questions. Or learn from the inimitable reasons the designers have for designing their creations or just enjoy the explanations about designs around us.

Think Like an Engineer, Don't Act Like One

Think Like a Lawyer, Don't Act Like One
Author: Aernoud Bourdrez
160 pages
7" x 5" inches paperback with flaps
$14.99
ISBN 978 90 6369 307 7

Think Like a Manager, Don't Act Like One
Author: Harry Starren
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ISBN 978 90 6369 485 2

Think Like a Designer, Don't Act Like One
Author: Jeroen van Eer
160 pages
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ISBN 978 90 6369 485 2

Informative, accessible, sincere, and humorous
The cover is an attractive metallic silver

Series sold over 99,000 copies

Author
Jan Karel Mak is an entrepreneur, engineer and environmental scientist. He is the CEO of international engineering firm Deeners Group and serves as a board member of young tech firms and charities.

Related
Think Like a Lawyer, page 37
Think Like a Manager, page 37
Think Like an Artist, page 37
Think Like a Designer, page 37
The Holey Bible
Guidance on How to Live a More Creatively Enlightened Life

The Holey Bible is a book that helps us to more easily spot the “holes” in our thinking. The book shows how you can deliberately orchestrate personal and professional breakthroughs, but it does not promise creative enlightenment. Yet, it does provide detailed guidance on what you can do to prime your brain for more discoveries that can encourage your creative enlightenment.

If you are seeking a new purpose and are interested in harnessing the power of creative thinking to bring about change, then The Holey Bible is for you. It will help you to identify questions to bring a new paradigm for transcendent and lasting change.

Info
October 2020
160 pages
7¼ x 7¼ inches
Paperback
$24.99

Dare to Ask
Learn to Ask Questions Like a Pro

Did you ask someone a question today? Asking questions makes us human, it helps us to establish connections, learn, and transform. This book puts the spotlight on the craft of asking questions. Learn the ropes from all walks of life, such as Socrates, a hairdresser, Einstein, a helpdesk employee, Lao Tse, and a police detective. Use the practical tips and fun facts in this book to your advantage during birthday parties, when you meet your partner’s parents, at networking events, or a first date. Are you ready to turn your focus to the other person, ask questions, listen better, and in the end learn more?

Info
September 2020
144 pages
7¼ x 5¾ inches
Paperback
$16.99
**NEW TITLES**

### Creative Connection Memory Game

Have fun making creative connections with this simple memory game comprised of visual connection sets. The idea is based on the theory that by enhancing your ability to see connections, you can enhance your creativity. So, the main goal is to find two matching cards that are visually related. This new version of the well-known memory game is useful for both training the power of your memory and enhancing your ability to make creative connections. The photographs on the cards are observational art photos, which helps the players see things in new and unexpected ways. Take the challenge and look at objects from a different perspective. Train your brain, have fun, and be inspired!

**Info**

November 2020
5½ x 3 x 2 inches
boxed set
50 cards
$ 19.99
ISBN 978 90 6369 565 1

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### Lay Your Cards on the Table

Chatting with colleagues at the coffee machine is easy enough. Talking to a new colleague is a little less easy. Having an in-depth conversation with someone you do not know, is anything but easy. And, if that someone is either half your age or twice as old, it becomes even more difficult. This game turns that task into a joyful experience.

*Lay Your Cards on The Table* consists of 60 cards with conversation starters. Choose questions from 3 different categories and you will be having great conversations in no time. You can play this game with 2 people or more. You can start the conversation by randomly asking or answering some of the questions or, if you need some more guidance, you can use the game rules. Although in the end, there really is just one rule: whatever is discussed at the table, stays there!

**Info**

August 2020
5 x 3½ x 1⅝ inches
boxed set
60 cards
$ 19.99
ISBN 978 90 6369 563 7

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**Related**

- **Series sold over 45,000 copies**
- **High profile authors**
- **Train your brain and enhance creativity**

**Author**

Dorte Nielsen is a creativity expert, author, keynote speaker, and the founder of the Creative Thinker company and of the Center for Creative Thinking in Copenhagen. Dorte also founded Creative Communication, an award-winning BA education programme for Art Directors and Conceptual Thinkers.

Kathrine Granholm is an award-winning Creative Director, Art Director, and Digital Concept Developer. She is a renowned lecturer in digital tools and concepts in further education.

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**Related**

- **Very strong gift potential**
- **Beautiful illustrations**

**Author**

Een van de Jongens is a documentary production company of producer Hasse van Nunen and director-producer Renko Douze, founded in 2011. In collaboration with idiosyncratic makers with strong visions, they produce meaningful and artistic high-quality documentaries and television programs.

The original version of this game was created for the Dutch documentary “Een Nieuwe Morgen.” After they watched a project with young people living in a care home for a year and a half, they came up with the idea of putting their findings into a game that could help several generations to start a good conversation.
Dilemmarama
The Happy Edition

You get to have a robot butler OR you can become any animal you like? You have a magic tap that contains all the drinks you want OR you snap your fingers and your entire house is tidy and clean? This game only has one rule: you HAVE to choose! And this time around, both options will make you feel happy.

For this happy edition of Dilemmarama, we’ve only selected positive dilemmas. The kind that will put a smile on your face, but that will also cause heated debates and feisty duels. And, because everything in life is a dilemma, there are two game options to choose from.

Select one player as the Dilemmaestro, who will create difficult dilemmas for the other players or play in teams and guess what your teammates will choose. Either way, Dilemmarama is a great way to get to know your friends and family!

Info
August 2020
65 cards
5¼ x 3¾ x 2 inches
boxed set
$19.99
ISBN 978 90 6369 564 4

• First edition sold over 25,000 copies
• 2 options to play the game
• This edition contains dilemmas that makes you happy
• Very popular concept in the Netherlands
Service design is a rapidly growing area of interest in design and business management. This is the first book that describes what a ‘good’ service is, what makes a good service and why. It lays out the essential principles for building services that work well for users, and lays down what we mean by a ‘good’ and ‘bad’ service, and describes the common elements within all services that either work well for users or do not.

Author: Lou Downe | paperback | 224 pages | 7¾ x 5⅛ inches | 978 90 6369 543 9 | $ 23.00

This book tells you everything you need to know to brew healthy and alcohol-free fermented drinks at home. You will find accessible recipes with step-by-step illustrations, scientific background information on the fermentation process, and juicy anecdotes about the origin of these extraordinary drinks.

Author: Barbara Serulus & Elise van Iersel | paperback with flaps | 144 pages | 8½ x 6⅛ inches | ISBN 978 90 6369 544 6 | $ 19.99

Stimulate your creativity with over 90 drawing challenges. Each page contains a shape or line, some with color, others without. Include the shape or line into a drawing of anything that comes to mind. Kind of a ‘finish the drawing’ principle with complete artistic freedom. There are hashtags mentioned throughout the book that you can use for inspiration. No artistic skills are required, use the art of creative thinking!


Not all of us get to work on multi-million corporate identity projects for airlines and huge conglomerates. If you are new to the sector or honing your skills, then this is for you. This book is for people who have to tackle identity projects in the real world. It is a broad introduction to identity design. This book is for graphic designers and people who commission corporate identity projects.

Author: Drew de Soto | hardcover | 200 pages | 8⅜ x 6 inches | 978 90 6369 539 2 | $ 19.99

Being pregnant is an exciting time, your little avocado finally grows into a fantastic watermelon and brings a lot of change. Change in your body, your moods, and, more often than not, your appetite. For the next nine months your palate will never be the same, so this book celebrates the arrival of pregnancy cravings. Together we will celebrate 40 pregnancy dishes; one for every week of pregnancy.

Author: Pascal Rotteveel | hardcover | 112 pages | 9⅞ x 7⅞ inches | ISBN 978 90 6369 548 4 | $ 24.99
Many of us aim to understand and categorize everything we see, but what do you truly think when looking at a particular artwork? The activities on these cards help you to establish a connection with an artwork yourself, despite any given information. You can do this in each art museum, anywhere in the world. Follow the activities from A-Z, choose one randomly, or select the ones that appeal to you most.

**Museum Art Cards**

Authors: Lise Lotte ten Voorde & Naomi Boas | boxed set | 52 cards | 5 x 3¼ x 1¼ inches | ISBN 978 90 6369 549 1 | $ 24.99

My Photography Game is a matching and creating game about the secrets of image making for children, ages six years and up. While collecting quartets, the player looks carefully at images and symbols, discovering the underlying visual elements that connect them. After matching all sets of four, take pictures applying the characteristics of each theme and they will become a great photographer!

**My Photography Game**

Authors: Rosa Pons-Cerdà & Lenno Verhoog | boxed set | 52 cards | 4 x 2⅝ x 1½ inches | ISBN 978 90 6369 552 1 | $ 19.99

Image taken from Dare to Ask 978 90 6369 562 0 | $ 16.99
Highlighted Gift
Highlighted Creative Business
how to survive the organizational revolution?

Today companies face a bewildering choice of new organizational design options. Information technology enables the emergence of new organizational forms that go beyond business unit and matrix structures. This book is the first complete overview of these new organizational forms that underpin the information economy. It is an indispensable guide to profiting from the opportunities new organizational forms present.

This book provides
• An overview of the new organizational design landscape.
• A concise and practical analysis of new organizational forms like Holacracy, the Spotify Model, scaled Agile, platform organizations, ecosystems and open source organizations.
• Clear guidelines that help managers decide whether these new organizational forms are appropriate for their organization.
• An explanation of how the organizational revolution affects issues like human resource management, middle management, governance, planning and control.
• Practical examples and enlightening case studies.

Corporate leaders and managers can use this book to start their own organizational (r)evolution. Entrepreneurs will find solutions in this book that can help to scale-up their business. Consultants can use it to help their clients to rethink their organizational form. Business school students will find this book a practical reference and starting point for a more in depth study of the latest developments in organizational design.
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