Let's Experience Design

Mark Wee, Ken Yuktasevi

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Let's Experience Design reveals the thought and process behind design, illustrated through the work of
ONG&ONG experience design studio. Their book enables readers to recognize design in everything they
encounter, from supermarket queues to text-message emoji, cashier tallies to payment methods. We
encounter design decisions all around us, often unaware of the thought, planning and understanding of
human behavior that inform such seemingly aesthetic and sometimes prosaically practical creations.

Too often we look at our surroundings passively, slipping into an unconscious value judgment to "like" or
"dislike." Let's Experience Design conveys the process behind the spaces designed by ONG&ONG
experience design studio, capturing the intrinsic qualities that prompt a visitor to remain in a building, store,
or office for an extended period of time rather than just minutes. An indefinable quality envelops these
places, all the direct result of deft design knowledge and application.

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