

cool hunting

[a guide to high design and innovation]

BY DAVE EVANS

'Cool hunters' are a new breed of trend watchers who travel the virtual world in a constant search for cutting edge designs. This phenomenon has spawned various websites showcasing their finds but now *Cool Hunting* brings them to your coffee table and bookshelf.

No one paid to be in this book. The selection was made purely on the basis of 'cool' resulting in an irreverent, ironic and eclectic mix of products designed in every corner of the globe.

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