



# Denken designen: Zur Inszenierung der Theorie (German Edition)

*Daniel Hornuff*

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Denken und Designen sind die zwei Seiten einer Medaille: Niemand kann denken, ohne seine Gedanken zugleich in Form zu bringen. Grund genug, um über Gedanken als Gebilde nachzudenken.

Das Buch ist der Bauweise intellektueller Stile gewidmet. Sein Zentrum bilden fünfzehn Designfiguren des Denkens. Texte aus der Geschichte der Medientheorie (von Gotthard Heidegger bis Frank Schirmacher, von Friedrich Schiller bis Susan Sontag) werden auf ihre Designlösungen hin befragt: Warum erweisen sich gerade Medientheoretiker immer wieder als besonders gestaltungsfreudige Denker? In welcher Gestalt erscheinen ihre Theorien? Wie formbewusst wirken Thesen? Unterliegen Argumente einer Dramaturgie? Und wo verläuft die Grenze zwischen Designgewinn und Blendwerk? Dabei zeigt sich: Nichts ist witzloser als ein Gedanke, der sich selbst genügt!

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