



**KRUPS**

# Soft Electronics

Iconic Retro Design for Household  
Products in the 60s, 70s, and 80s

gestalten

# Invention & innovation: A timeline

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# die Schwebe Leise HP 4625

Hair Dryer With Bonnet | Philips  
Netherlands, 1977

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Over 130 years, Philips improved people's lives with a steady flow of ground-breaking innovations.

# Philips







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THE





By Elli Stuhler

The inventions of  
one of the most  
tumultuous decades  
were all about  
transforming science  
fiction into fact.







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the wider Muslim world.[4] Political tensions in Iran exploded with the Iranian Revolution in 1979, which overthrew the Pahlavi dynasty and established an authoritarian Islamic republic under the leadership of the Ayatollah Khomeini.

Africa saw further decolonization in the decade, with Angola and Mozambique gaining their independence in 1975 from the Portuguese Empire after the restoration of democracy in → Portugal. The continent was, however, plagued by endemic military coups, with the long-reigning Emperor of Ethiopia Haile Selassie being removed, civil wars and famine. The economies of much of the developing world continued to make steady progress in the early 1970s because of the Green Revolution. However, their economic growth was slowed by the oil crisis, although it boomed afterwards. In the 21st century, historians have increasingly portrayed the 1970s as a "pivot of change" in world history, focusing especially on the economic upheavals[1] that followed the end of the postwar economic boom.[2] In the Western world, social progressive values that began in the 1960s,

such as increasing political awareness and economic liberty of women, continued to grow. In the United Kingdom, the 1979 election resulted in the victory of its Conservative leader Margaret Thatcher, the first female British Prime Minister. Industrialized countries experienced an economic recession due to an oil crisis caused by oil embargoes by the Organization of Arab Petroleum Exporting Countries. The crisis saw the first instance of stagflation which began a political and economic trend of the replacement of Keynesian economic theory with neoliberal economic theory, with the first neoliberal governments being created in Chile, where a military coup led by Augusto Pinochet took place in 1973.

The 1970s was also an era of great technological and scientific advances; since the appearance of the first commercial microprocessor, the Intel 4004 in 1971, the decade was characterised by a profound transformation of computing units - by then rudimentary, spacious machines - into the realm of portability and home accessibility.

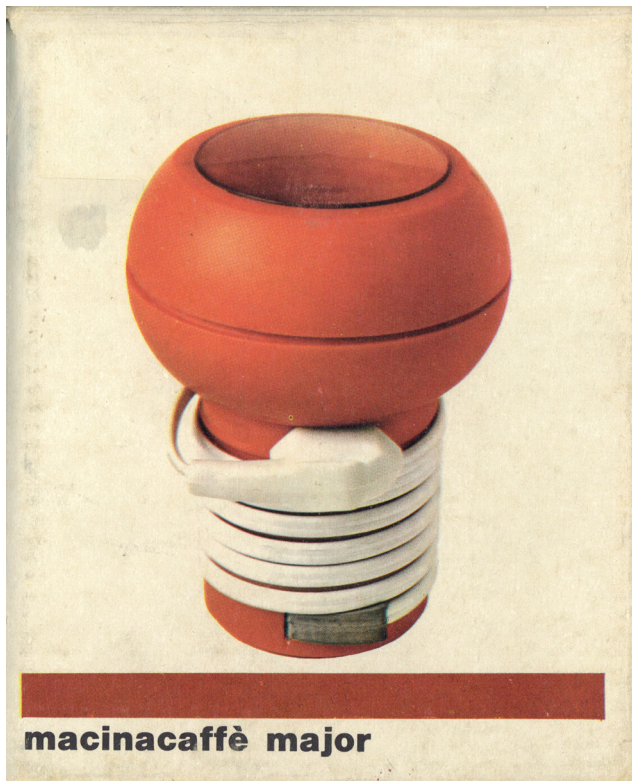
On the other hand, there were also great advances in fields

# Coffee Grinder Major MC-14

Coffee Grinder | Girmi  
Italy, 1965

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# Sake Heater NC-31

Sake Heater | National  
Japan, late 1970s

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# SOFT ELECTRONICS

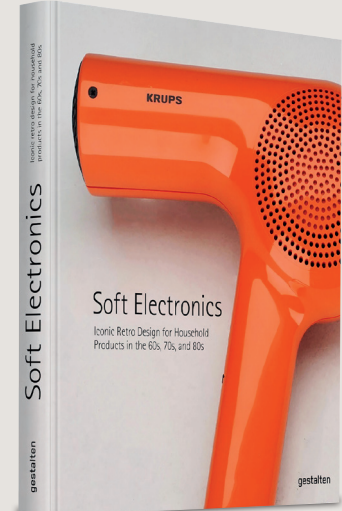
Iconic Retro Design for Household Products in the 60s, 70s, and 80s

Editors: gestalten & Jaro Gielens  
 Features: Full color, flex cover, stitch bound, 288 pages,  
 21 x 26 cm, 8 1/4 x 10 1/4 inches  
 Price: € 39.90 (D) £ 35 \$ 60 (US)  
 ISBN: 978-3-96704-040-1



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 RELEASE (INTERNATIONAL): MAY 2022

NEW



SAMPLE COVER

## The golden era of industrial design that revolutionized home appliances.

The fascinating world of product design that emerged between the 1960s and 1980s symbolized the birth of a new age and human behavior. From coffee grinders to fondue sets to hairdryers, each home appliance was intended to help in the daily household routines—but they were also masterpieces of style.

Based on Jaro Gielens's collection, one of the largest in the world, *Soft Electronics* explores a nostalgic and unique set of products from a very distinct time for design. Each object possesses a sense of longevity, quality, and innovation—one that has been hard to match since manufacturing was moved overseas and planned obsolescence redefined our relationship with electronic goods. *Soft Electronics* pays homage to an iconic era of design.



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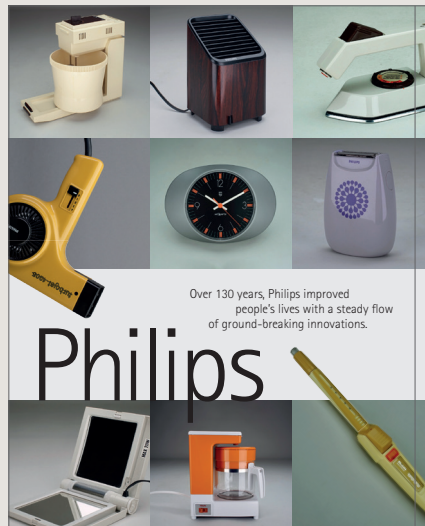
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The 70s | 11

### WHAT TO EXPECT

- A beautifully curated visual journey into an unsung period of home electronics
- A nostalgic look into a bygone era of product design and branding
- A new understanding of everyday objects, the thought that went into them, and what they represent

Born in 1971, JARO GIELENS is a Dutch collector of retro gadgets and electronic games. He also works as an interaction and web designer, and has been playing video games since 1981. His first book with gestalten, *Electronic Plastic*, explored handheld and tabletop devices from the 1970s and 80s.



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# Philips

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 the story behind Philips | 9