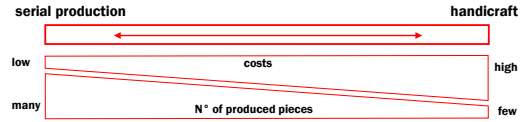


1 Project methodology Introduction



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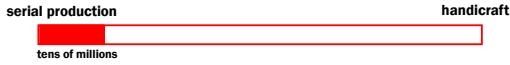
What is design?



the word **design** covers a broad spectrum of products: mobile phones produced in millions of copies in a completely automated way up to a 50 million yacht built as single copy by highly qualified craftsmen

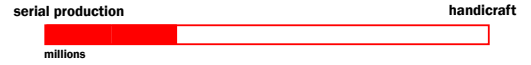
1 Project methodology Introduction

What is design?



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What is design?



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What is design?



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serial production handicraft

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serial production handicraft

one off

