

Summary

BEATA LUDWICZAK (Eugeniusz Geppert Academy of Art and Design in Wrocław) / Metaphor in Polish industrial design in the second half of the 20th century

The notion of product semantics started to be used in industrial design in the 1960s, while the beginnings of this process were connected with the work of designers and theoreticians from the Ulm Hochschule für Design, among others, Klaus Krippendorff, the author of the book *The semantic turn: a new foundation for design*. Analysing the meaning of products is important both because of a better understanding of the relation between artefact and user, and the possibility of utilizing this knowledge in the process of designing. A part of product semantics is the phenomenon of product metaphor, which is the subject of the PhD dissertation by Cila Nazli, a tutor from the Technical University in Delft. The precise analysis of product metaphor and its aspects presented by Nazli has been used to examine whether this phenomenon was present in Polish industrial design in the second half of the 20th century, on the basis of the examples discussed in the book *Rzeczy wspólne. Polskie wyroby 1899–1999*.