

Research – Ariel Rideout

An article on the history of the car cupholder:

<http://slate.msn.com/id/2096958/>

And a review of some great successes in the design of everyday objects

<http://slate.msn.com/id/2100245/>

It is probably relevant to note that the wildly successful OXO GoodGrips line of merchandise was originally conceived for arthritis sufferers.

<http://www.oxo.com/home.php>

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