

History of the Button



yes!



no!

Bill DeRouchey
Ziba Design

**How did we get
from here...**



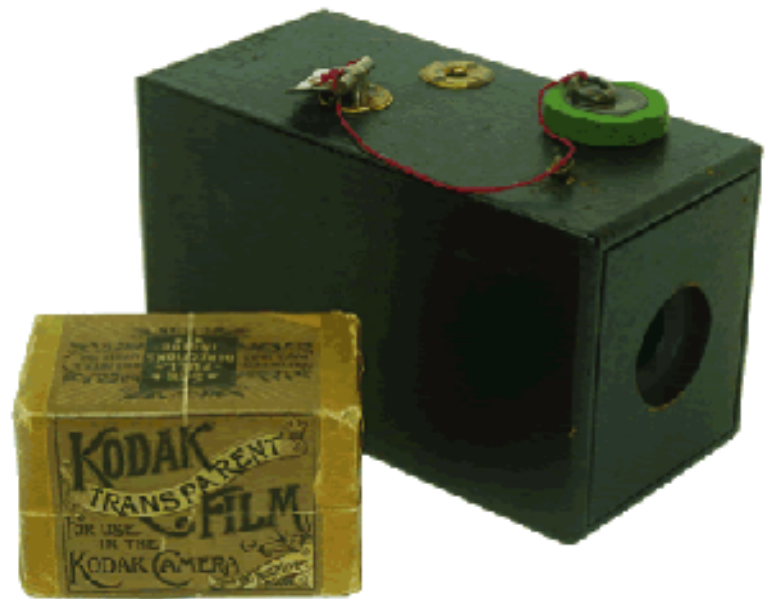
to here?



1890s

**Kodak
introduces
the idea:**

Button = easy.



1900s

**Buttons enter
the home.**

**Buttons go
portable.**



1910-20s

**Buttons
turn things
on and off.**



1930-40s

**Buttons
present an
optimistic
future of
leisure.**



**Pressing Any Button Turns It On
... Tuned To Your Station
NO GROUND... NO AERIAL
READY FOR TELEVISION SOUND**

1940s-50s

**Buttons
create a
pessimistic
future of
fear.**

**Finger on
the button.**



1950s

Buttons provide leisure and luxury.

The car that's going places with the Young in Heart



Push-Button Driving



First on Plymouth in the low-price 31. The how of it... Select your driving range with just a finger-tip touch on a button. Then PowerFlite fully automatic transmission takes over. The why of it... To give you new ease and safety of control! As easy as touching a light switch... and safely positioned at the left of the steering wheel, where children can't reach it while you're driving. It's a part of PowerFlite... the transmission so smooth it responds to a finger-tip touch. The joy of it... It's the ultimate in driving ease. Restores the thrill you knew with your first car.

See the new 1956 Plymouth dealer information with the complete details. 1956 Plymouth is a product of Chrysler Corporation.

1950s

Buttons let us control from a distance.

**"LOOK OUT,
GRACIE!"**

**WITH
ZENITH
SPACE
COMMAND TV
I CAN CHANGE
PROGRAMS FROM ACROSS THE ROOM"...**

"George! She wouldn't do!"



**ONLY ZENITH HAS SPACE COMMAND!
THE REMOTE CONTROL UNIT TIGHT TUNES
TV BY "SILENT SOUND" ...**

JUST TOUCH A BUTTON TO ...

- shut off the sound of
long distance individuals while the
picture remains on the screen
- turn TV on and off
- change channels without direction

No Wires, No Batteries, No Transmitters ...

**NOTHING BETWEEN YOU
AND THE SET BUT SPACE!**

Start your TV from your bedroom
chair ... anywhere in the room! At the
touch of a button, the control unit in your
hand sends a "Silent Sound" which
only the television set of your house
can receive. (Remember, only Zenith
receives this signal. No other TV set
will respond.) Automatically, each
channel comes in sharper than any
before on Zenith's revolutionary new
"Soundless" Picture Tube.

The tone, too, is brilliantly superior,
because Zenith's four High Fidelity
Speakers, mounted on the sides of your
picture screen, fill the room with
true "living" sound.

Select the perfect Space Command
TV set for your room from Zenith's new
Decorative Group in Traditional,
Modern, and Transitional style cabinets.
Yes, it has the thrill in television
plus the joy of Space Command Remote
TV Control. Not an extra cost necessary,
it's built right into your set!

MURDER AND ALLEN SHOW
Just one of the great TV shows on Zenith

ZENITH ZENITH AND ASSOCIATES
Chicago, Ill., U.S.A.

The quality and the variety of Zenith's products are
evident in the Zenith Space Command TV set.
Available in 10" and 12" sizes, Zenith's new Space Command TV set is the only one of its kind.

The Royalty of
Television

QUALITY BY
Zenith
SPACE COMMAND TV

1960s

**Buttons
automate
and control,
if you can
speak the
language.**



1970s

**Buttons
get small
and cheap.**

**Everybody
computes.**



1970s-80s

**Buttons
entertain.**

**Icon of a
generation.**



1980s

**Buttons go
onscreen,
get virtual.**

**Push
becomes
click.**



1990s

Buttons lose shape, can be words, images, anything.



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2000s

Buttons begin to dissolve into the interface.


KAYAK™

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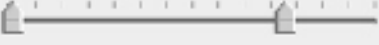
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cheaptickets: \$1483			details email		



Now

**Pushing
buttons with
speed and
dexterity is
a respected
skill.**



Now

**Buttons
connect us
with each
other across
distance.**



Now

**Content
becomes
the button.**

**Click
becomes
touch.**



Nowish

**The surface is
the interface.**

**Objects
“push”
buttons.**



Soon

**The environment
is the surface
is the information
is the button.**

**And it all needs
to be designed.**



**Thank you.
historyofthebutton.com**