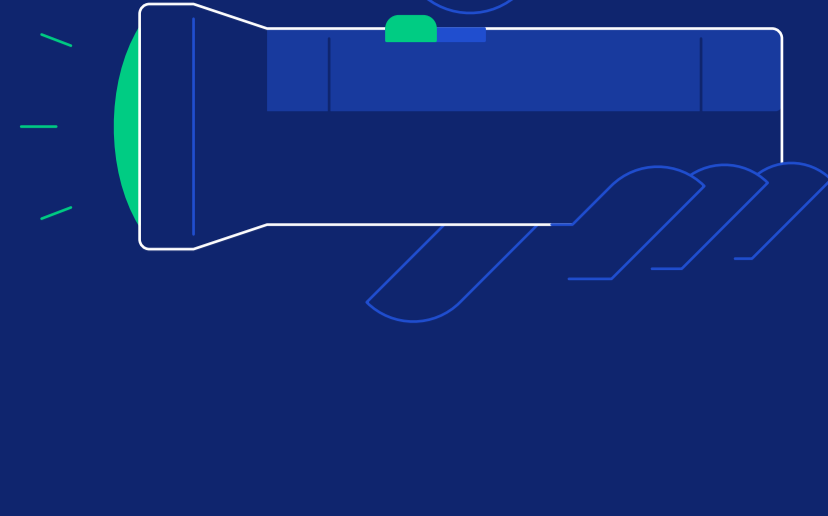


The Power of Touch — The Evolution of Button Design

1890's — Flashlight

The flashlight was one of the first everyday products to have a button.

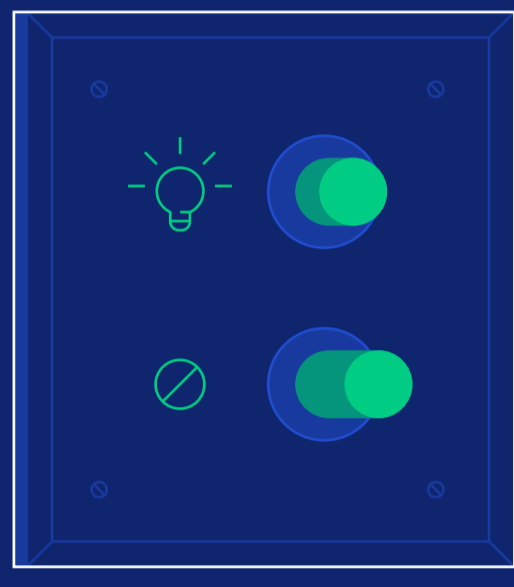
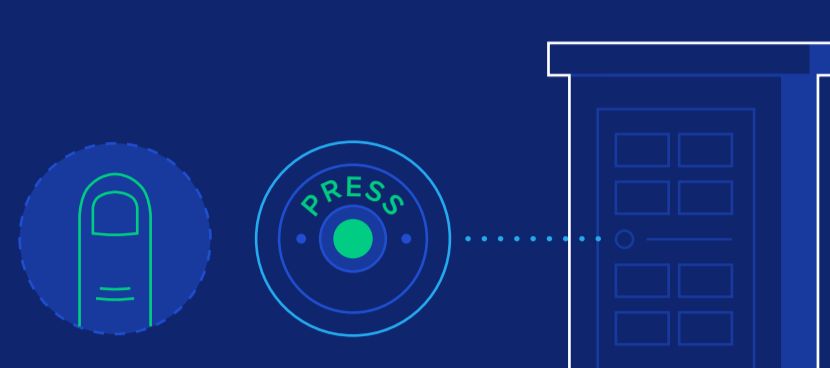


1890's — Shutter Button

Kodak introduced a mass-market camera with a simple shutter button and advertised the device based on its ease of use.

1900's — Doorbell

Before button-controlled doorbells, people rang actual bells at the front door, or they simply knocked.

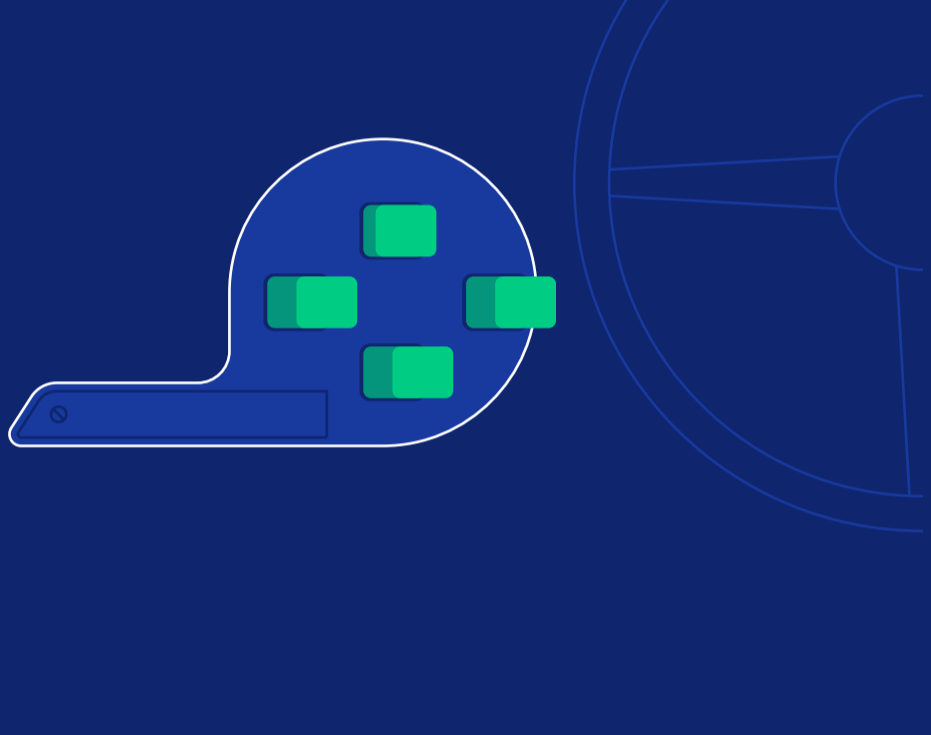
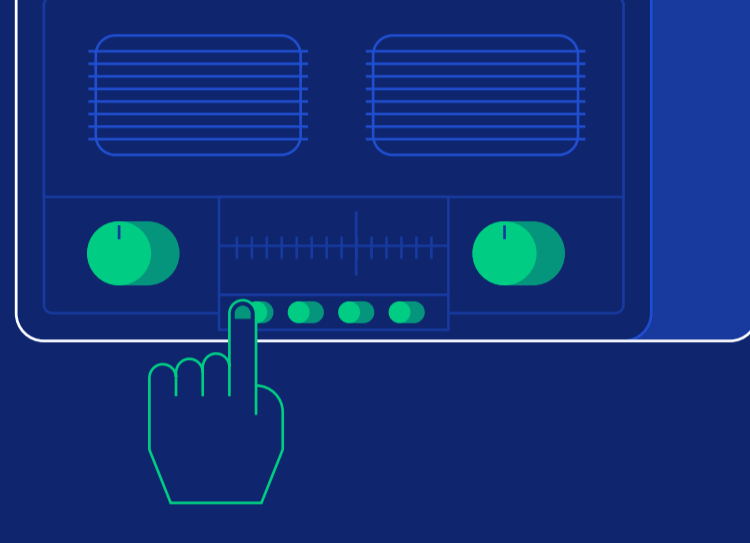


1910's — In Home Lighting

As the availability of electricity spread to the masses, so did in-home conveniences like incandescent lighting—which could be controlled by the press of a button.

1930's — Radio Presets

In the first 30 years of the 20th century, radios sold by the millions, but finding familiar stations required precise signal dialing—until the introduction of preset buttons.



1940-50's — Home & Auto Push-Button

Throughout the 1940's and 50's, marketing for appliances and automobiles leaned heavily on "push-button" convenience.

1950's — Remote Control

Remote controls gave people the power to button-operate machines, unconnected and from a distance.

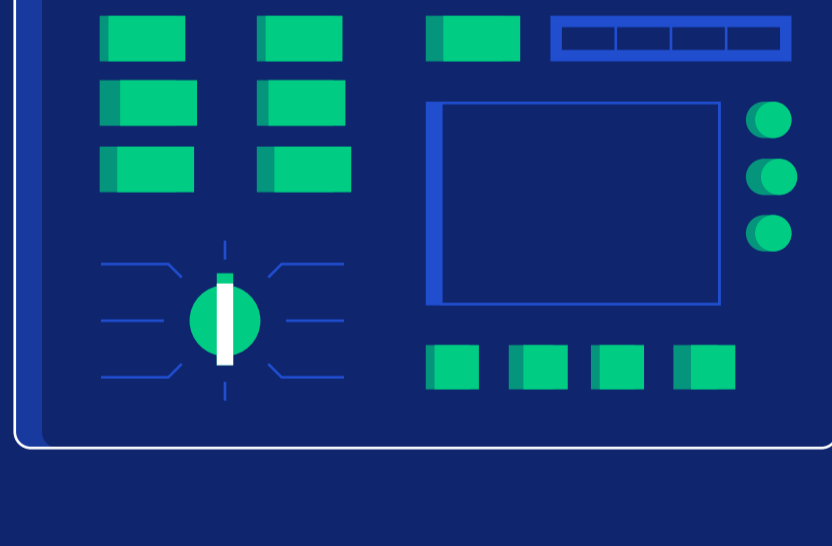


1950's - Present — Doomsday Button

The association between ease and buttons also permeated notions of war, namely that war could be started with the tap of a finger.

1960's — Automation Panels

As industry inched towards automation and machines became more complex, so too did the interfaces that controlled them.

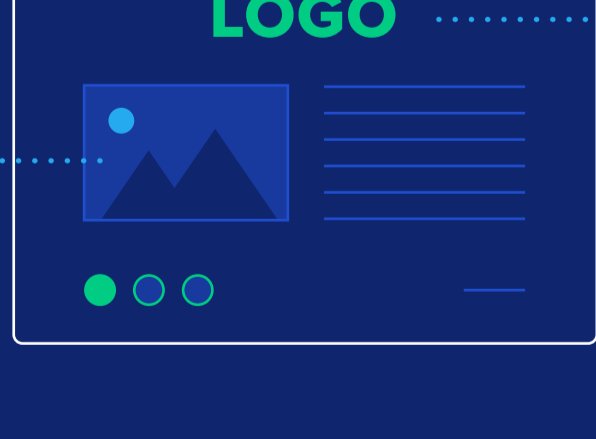
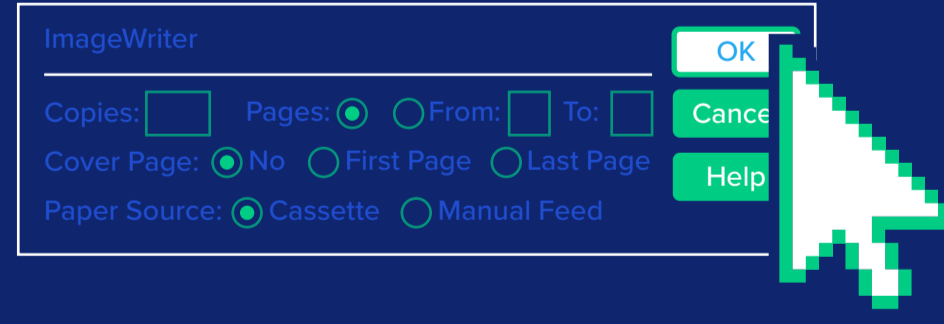


1980's — Video Game Controller

The advent of video games and their adoption in large brought a new status to the button—instrument of play.

1980's — Virtual Button

When virtual buttons showed up inside computer interfaces, their functionality wasn't readily apparent to all users.

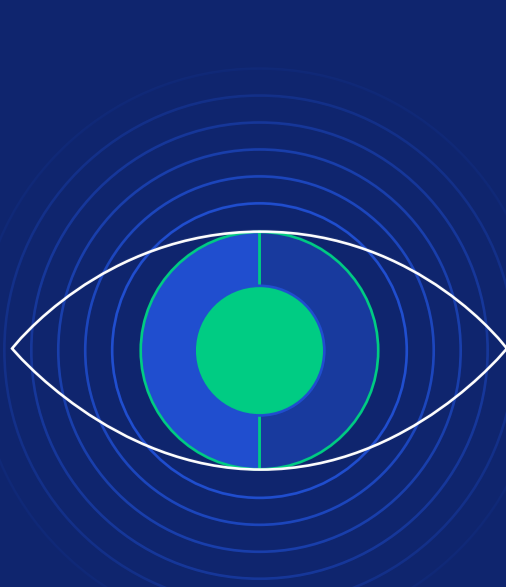
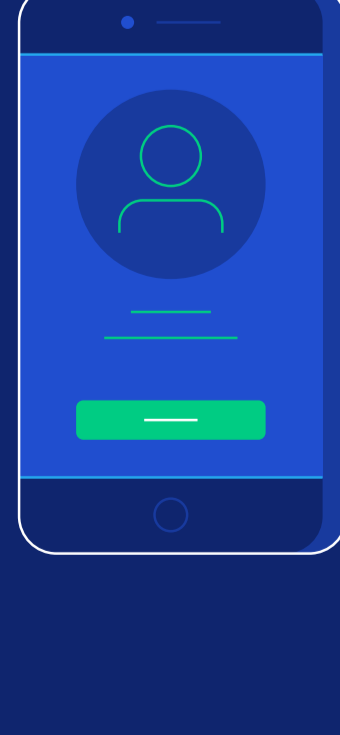


1990's — Shapeless Button

The internet introduced a new possibility to the world of buttons—buttons that didn't look like buttons. Anything from text to icons to photos could be used as clickable links.

2000's — Surface Button

Surface buttons merged virtual and physical buttons into a single, tactile experience.



Future — Buttonless Interactivity?

A little over a hundred years ago, we had no button paradigm, but now it's impossible to imagine life without them. Will buttons ever disappear from our daily lives?