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Dieter Rams As Little Design

Most of all, good design is as little design as possible. In that spirit, this monograph is as little book as possible. It is a clear, comprehensive and beautiful presentation of Dieter Rams' life and his work. It is a must-have book for anyone interested in Rams'

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work, his legacy, and his ideas about how to live.

Dieter Rams: As Little Design As Possible:
Amazon.co.uk ...

Dieter Rams is considered one of the most important figures in the development of industrial design, having stipulated long-lasting design principles. When in 1961 the Braun brothers promoted a 20-something architect to the direction of the design department, little did they know about the influence Dieter Rams would have had on the

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industrial design discipline of the decades to follow, establishing rules and guidelines that are still credited and imitated.

Design Icons - Dieter Rams - As little design as possible

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9780714849188: Dieter Rams: As Little Design As Possible ...

Dieter Rams, head of product design for Braun from 1955 to 1997, met this challenge and delivered its promise more capably and comprehensively than perhaps any other designer of the late 20th century. His designs for radios, calculators, clocks, kitchen appliances and furniture make them quietly understandable and agreeable.

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Dieter Rams: As Little Design As Possible - Kinfolk

Book recommendation: Dieter Rams - As Little Design As Possible, a book published by Phaidon Press. Written by Sophie Lovell, the book is an incredibly complex monograph on Dieter Rams' life, work, and ideas. On 400 pages, the book is a precise and comprehensive presentation of his life and work.

Dieter Rams: As Little Design As Possible

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Dieter Rams is one of the most influential product designers of the twentieth century. Even if you don't immediately recognize his name, you have almost certainly used one of the radios, clocks, lighters, juicers, shelves or hundreds of other products he designed. He is famous not only for this vast array of well-formed products, but for his remarkably prescient ideas about the correct function of design in the messy, out-of-control world we inhabit today.

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Design ...

Good design is as little design as possible
Dieter Rams desk by Philip Sinden Referencing
AEG designer Peter Behrens as the
'grandfather of design', Rams knows exactly
where his influences come from. He
understands that to design timeless products
needs a restraint that does not exist in most
of us.

Good Design is as Little Design as Possible |
Yatzer

"Good design is as little design as

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possible." These few words encapsulate the philosophy of German designer Dieter Rams, whose sleek and understated household products coined an aesthetic...

Dieter Rams: The legendary designer who influenced Apple ...

Dieter Rams (born 20 May 1932 in Wiesbaden, Hessen) is a German industrial designer and retired academic closely associated with the consumer products company Braun, the furniture company Vitse, and the functionalist school of industrial design.

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His unobtrusive approach and belief in "Less, but better" design generated a timeless quality in his products and have influenced the design of many ...

Dieter Rams - Wikipedia

Good design makes a product easily understood. Good design is unobtrusive, honest, durable, thorough, and concerned with the environment. Most of all, good design is as little design as possible. In that spirit, this monograph is as little book as possible. It is a clear, comprehensive and beautiful

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presentation of Dieter Rams' life and his work.

Dieter Rams: As Little Design as Possible:
Lovell, Sophie ...

Back in the late 1970s, Dieter Rams was becoming increasingly concerned by the state of the world around him – “an impenetrable confusion of forms, colours and noises.” Aware that he was a significant contributor to that world, he asked himself an important question: is my design good design?

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Dieter Rams: Ten Principles For Good Design
According to Dieter Rams, good design: Is innovative; Makes a product useful; Is aesthetic; Makes a product understandable; Is unobtrusive; Is honest; Is long-lasting; Is thorough down to the last detail; Is environmentally friendly; Involves as little design as possible

Dieter Rams: 10 Timeless Commandments for Good Design ...

Dieter Rams: The Complete Works takes readers

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right back to the beginning of the designer's career and his earliest surviving work - a sketch of a Z-shaped chair drawn by Rams in 1947 (a scale model of which was only made in 1952).

Feast your eyes on the complete works of
Dieter Rams

Good design is as little design as possible. Less, but better - because it concentrates on the essential aspects, and the products are not burdened with non-essentials. Back to purity, back to simplicity. L 2 speaker,

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1958, by Dieter Rams for Braun.

Good design | About us | Vitse
Dieter Rams's "as Little Design as Possible" philosophy: Dieter Rams is one of the most influential product designers of the twentieth century. Even if you don't immediately recognize his name, you have almost certainly used one of the radios, clocks, lighters, juicers, shelves or hundreds of other products he designed.

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Dieter Rams - Designer - Stardust.com

Dieter Rams, head of product design for Braun from 1955 to 1997, met this challenge and delivered its promise more capably and comprehensively than perhaps any other designer of the late 20th century. His designs for radios, calculators, clocks, kitchen appliances and furniture make them quietly understandable and agreeable.

Dieter Rams Interview: "As Little Design as Possible ...

Good design is as little design as possible.

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These ten principles defined Dieter Rams' approach to "good design". Each of the hundreds of products he developed during forty years with Braun, was unerringly elegant and supremely versatile. Units were made in modular sizes to be stacked vertically or horizontally.

Dieter Rams - Design Museum

Dieter Rams: As Little Design As Possible

Dieter Rams discusses the people and principles that have made him a design

legend. Photograph © bpk / Abisag Tüllmann

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