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Dieter Rams As Little Design

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 presentation

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of Dieter Rams' life and his work.

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

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Good design is as little design as possible Braun PS 1000 AS, CSV 1000 Also, as stated in his ninth principle, more actual than ever, back in the 70s Rams drew attention to the increasing and irreversible shortage of natural resources, and to the need for designers to take more responsibility for the state of the world around them.

Design Icons - Dieter Rams - As little design as possible

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

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SPECIFICATIONS: Format: Hardback

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

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: 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.

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Dieter Rams: As Little Design As Possible

"Good design is as little design as 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 is a German industrial designer closely associated with the consumer products company Braun and the Functionalist school of industrial design. Dieter Rams was born in Wiesbaden, Germany, in 1932. He was strongly influenced by the presence of his grandfather who was a carpenter. Dieter Rams's early awards for carpentry led to him training as an architect as Germany was rebuilt in the early 1950s. Dieter Rams Design: Prompted by an eagle-eyed friend, Rams applied for a job at the ...

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Dieter Rams - Designer - Stardust.com

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

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

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

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secured Rams worldwide recognition and appreciation.

Dieter Rams - Wikipedia

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?

Good design | About us | Vitsoë

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. We want to add, and add, until we no longer see anything anymore.

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Good Design is as Little Design as Possible | Yatzer

Dieter Rams is a retired German industrial designer and academic. His consumer products company Braun introduced the world to “functionalist” industrial design. In functionalist design the purpose intended for the object (for instance a razors purpose is to cut hair) is the guiding force behind its design.

Dieter Rams 10 Principles of Good Design | Hacker Noon

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 ...

Back in the late 1970s, Dieter Rams was becoming increasingly

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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?

Dieter Rams: Ten Principles For Good Design

Previously on this site, I have written about Gary Hustwit's Rams documentary, the little-known story behind the razor Dieter designed for Gillette, and the delight of using the Braun MPZ2 citrus juicer. Dieter continues to have a profound impact on the work of designers that have come after him.

Introducing Dieter Rams Wallpapers - Arun

The book is beautifully designed and printed. The cover is cleverly embossed with a texture reminiscent of a Braun razor. Should one want a single book about this important designer, Dieter Rams: As Little Design as Possible is the book to have.

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Amazon.com: Customer reviews: Dieter Rams: As Little ...

Dieter Rams Ten Principles of “Good Design” Good Design Is Innovative : The possibilities for innovation are not, by any means, exhausted. Technological development is always offering new ...

Dieter Rams 10 Principles of “Good Design” | ArchDaily

Description. Shipping info. In his more than 40 years at Braun, Dieter Rams established himself as one of the most influential designers of the twentieth century. True to the principle of “less but better” his elegantly clear visual language not only defined product design for generations, but also our fundamental understanding of what design is and what it can and should do.

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