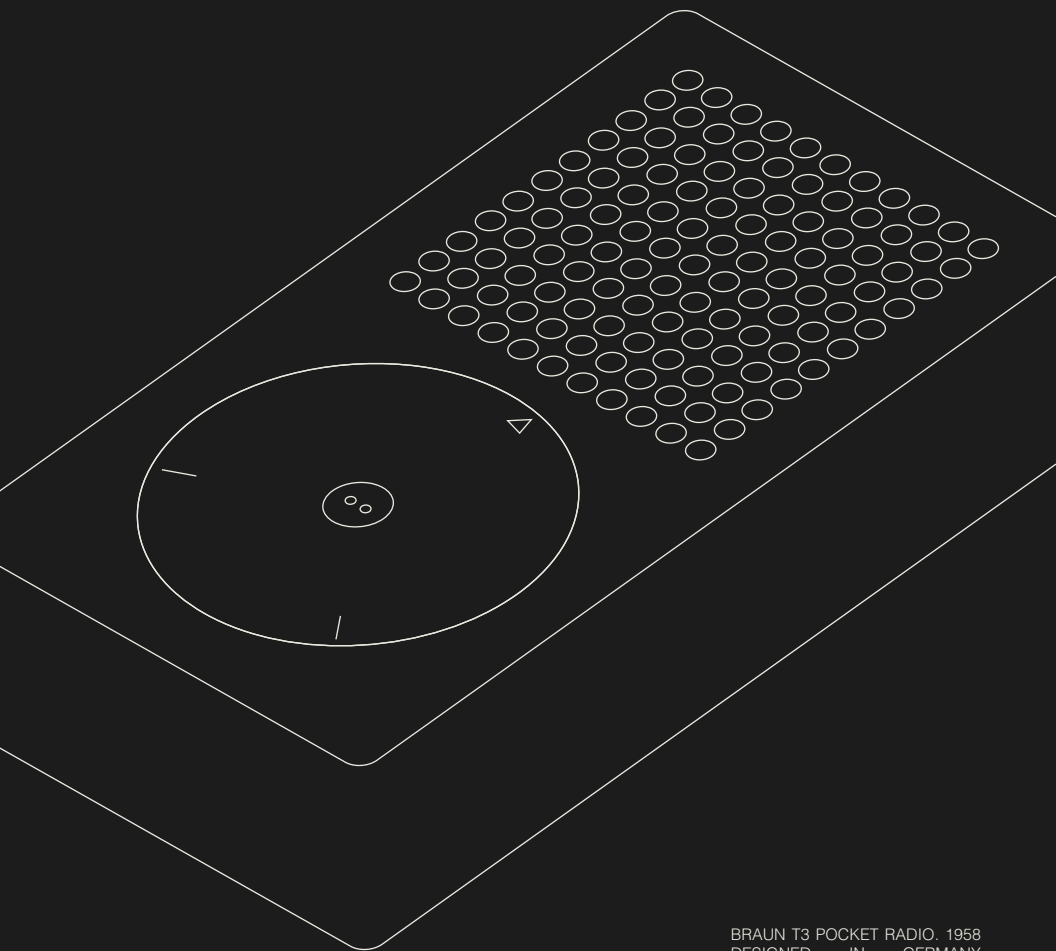


LESS

IS

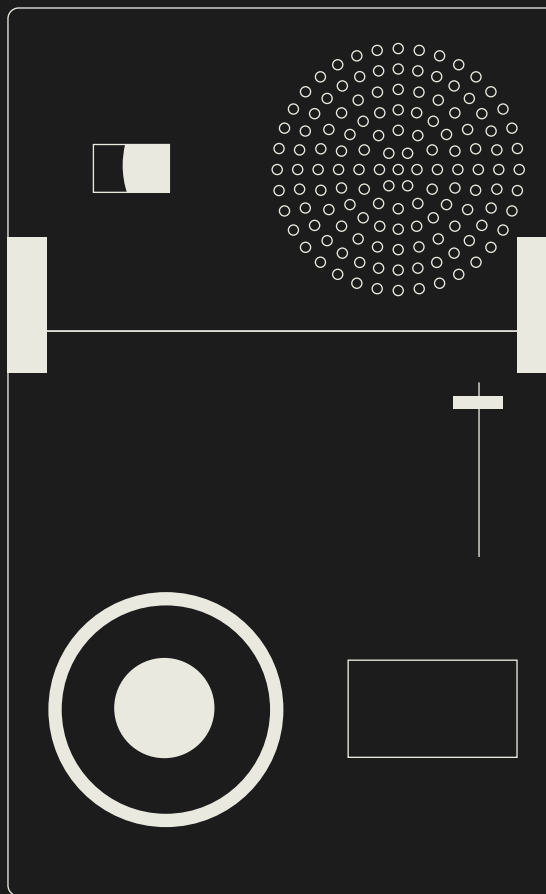
MORE



BRAUN T3 POCKET RADIO. 1958
DESIGNED IN GERMANY
BY DIETER RAMS.

DIETER

RAMS



LESS

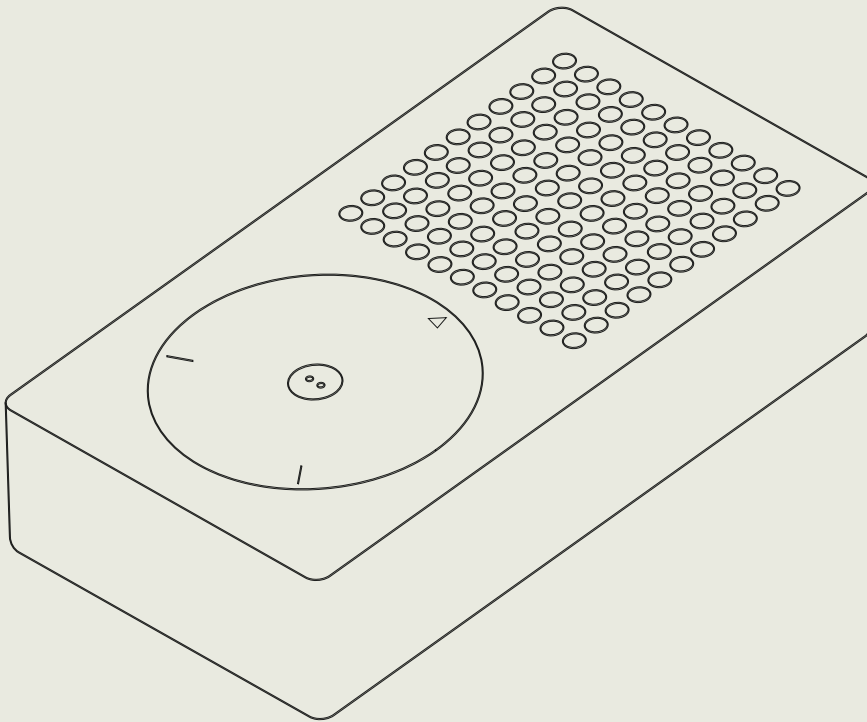
IS

MORE

“LESS IS MORE”

AN EVALUATION OF
DIETER RAMS

BY IAN WADE



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Modern Influences

OF DIETER RAMS

teenage
engineering



The Teenage Engineering OP-1 is a strong example of modern design influenced by Dieter Rams. It features a very minimalist design that favors function over form, however is still beautiful. It is immediately intuitive as soon as a user picks it up and begins to use it. As well as being beautiful, the design is timeless.

apple



Apple's iPhone is quite possibly the most popular instance of modern design inspired by the works of Dieter Rams. The picture to the left shows Apple's new iPhone 12, sporting a very clean and minimalist boxy design, reminiscent of their iPhone 4 and 5 designs. Dieter Rams has definitely been an influence for Apple.

IKEA



IKEA is also another incredibly well-known and popular brand featuring the same design principles as those stated and used by Rams. To the left we see the SYMFONISK Bluetooth speaker & lamp. IKEA's frequent use of fabrics and organic materials in their products, especially their electronics, gives them more of an environment-friendly appeal.

The 10 Principles of Good Design

Written by Dieter Rams, Interpreted by Interaction Design Foundation

1

Is Innovative

Technological development is always offering new opportunities for innovative design. But innovative design always develops in tandem with innovative technology, and can never be an end in itself.

2

Makes a product Useful

A product is bought to be used. It has to satisfy certain criteria, not only functional, but also psychological and aesthetic.

Is Aesthetic

The aesthetic quality of a product is integral to its usefulness because products we use every day affect our person and our well-being. But only well-executed objects can be beautiful.

3

Makes a Product Understandable

It clarifies the product's structure. Better still, it can make the product talk. At best, it is self-explanatory.

4

5

Is Unobtrusive

Products fulfilling a purpose are like tools. They are neither decorative objects nor works of art. Their design should therefore be both neutral and restrained, to leave room for the user's self-expression.

Is Honest

It does not make a product more innovative, powerful or valuable than it really is. It does not attempt to manipulate the consumer with promises that cannot be kept.

6

7

Is Long-Lasting

It avoids being fashionable and therefore never appears antiquated. Unlike fashionable design, it lasts many years – even in today's throwaway society.

8

Is Thorough Down to the Last Detail

Nothing must be arbitrary or left to chance. Care and accuracy in the design process show respect towards the user.

Is Environmentally Friendly

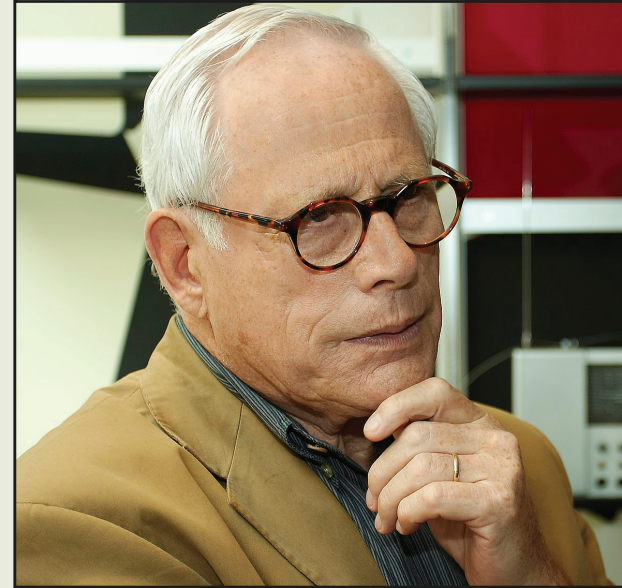
It conserves resources and minimizes physical and visual pollution throughout the life cycle of the product.

9

10

Involves 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.



Dieter Rams is a German industrial product designer, most recognized for his work for the appliance company Braun. He was born Wiesbaden, Germany in 1932, and begun developing an interest in design, specifically furniture-making at a young age. Shadowing his grandfather, who was a master joiner, and his father, an electrical engineer, he was able to demonstrate his talents, giving him the opportunity to attend Wiesbaden School of Art at the young age of 15. Rams' time spent at the academy exposed him to the German Modernist ideologies of functionalism. Rams graduated in 1956, and had joined Braun a year

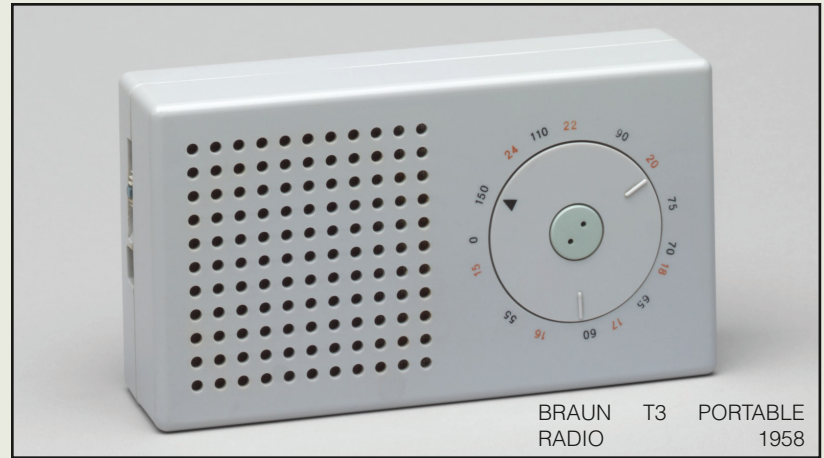
prior. He was initially hired to design Braun's office space and exhibitions to conform to the company's new design vision, but quickly turned to product design. That same year Rams was hired, he was made Chief Design Officer at the company. From 1955 to 1995, Rams, in collaboration with designers of the Ulm School of Design, produced more than 500 products iconic products for Braun. Many designers and companies today, such as Apple and IKEA, still take after his design language, as well as his "10 principles of design", showing how absolutely iconic and revolutionary his designs really were.

HISTORY

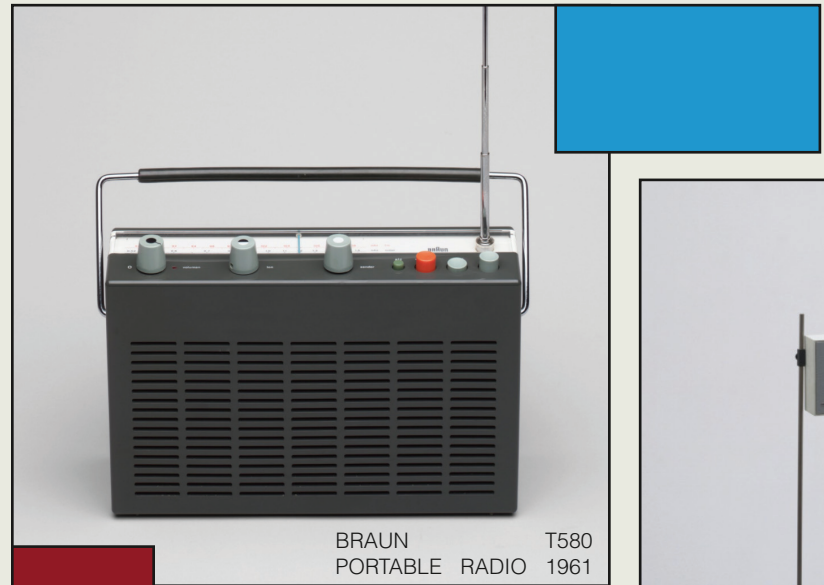
GALLERY



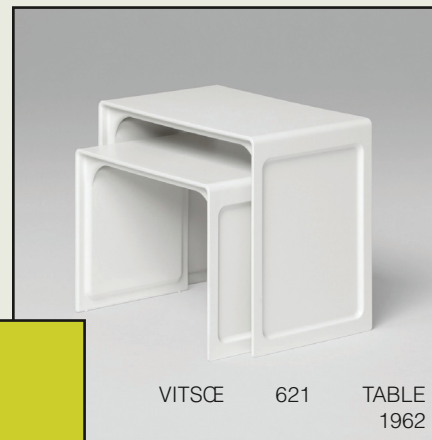
BRAUN TP1 PORTABLE
RADIO AND PHONOGRAPH
1959



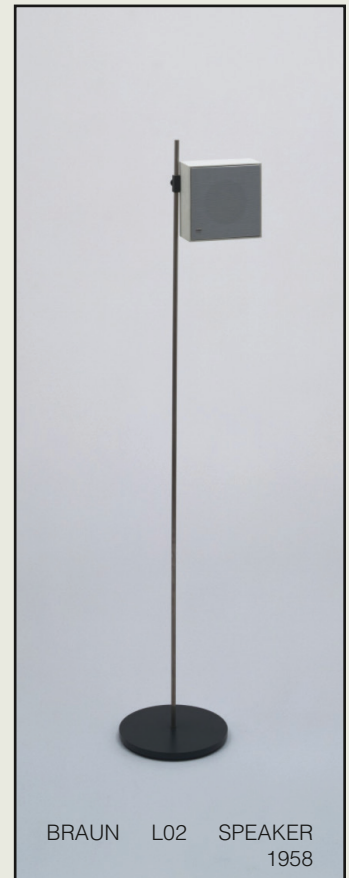
BRAUN T3 PORTABLE
RADIO 1958



BRAUN T580
PORTABLE RADIO 1961



VITSCÉ 621 TABLE
1962



BRAUN L02 SPEAKER
1958