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## About Vitsoe

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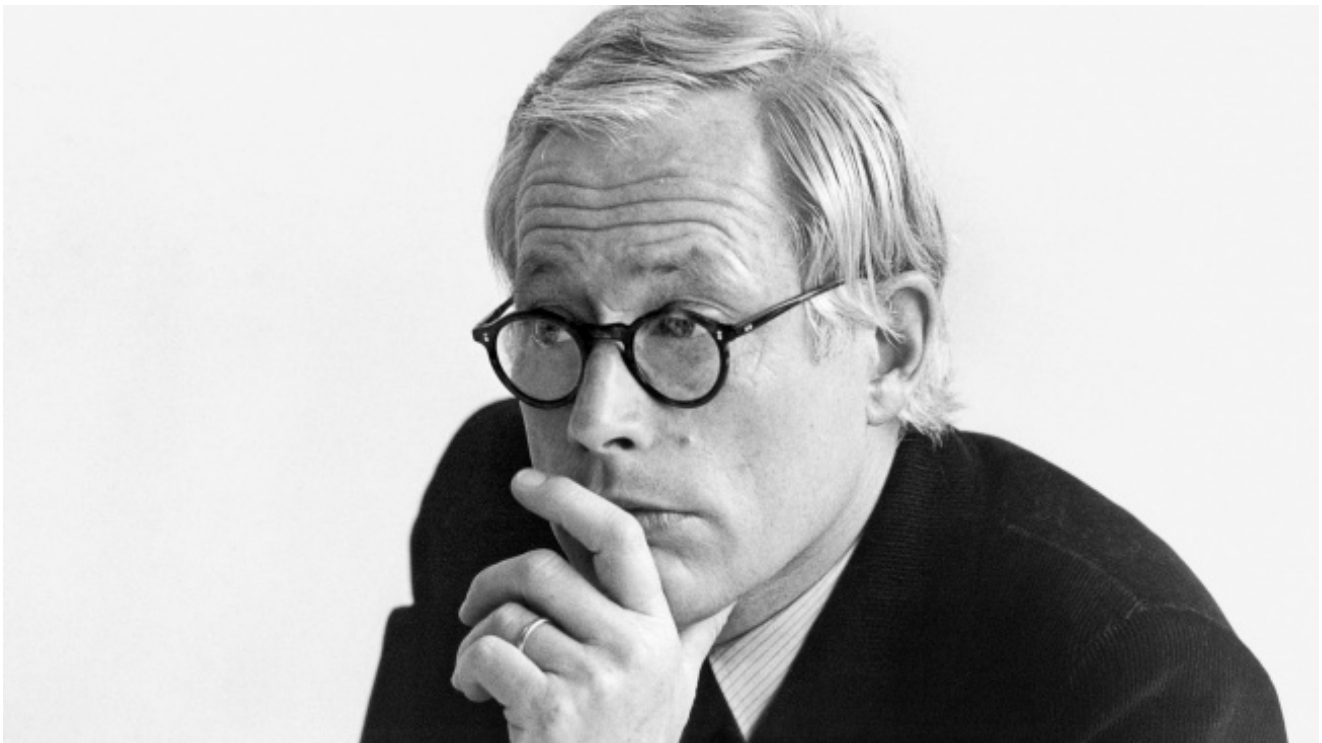
# Dieter Rams: ten principles for good design

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?

As good design cannot be measured in a finite way he set about expressing the ten most important principles for what he considered was good design. (Sometimes they are referred as the ‘Ten commandments’.)

Here they are.

These principles can be shared accurately and fairly under the [Creative Commons CC-BY-NC-ND 3.0](https://creativecommons.org/licenses/by-nc-nd/3.0/) license.



**Vitsoe's designer, Dieter Rams. Photograph by Abisag Tüllmann**

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# 1

## Good design is innovative

The possibilities for innovation are not, by any means, exhausted. 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.



**TP 1 radio/phono combination, 1959, by  
Dieter Rams for Braun**

# 2

## **Good design 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. Good design emphasizes the usefulness of a product whilst disregarding anything that could possibly detract from it.



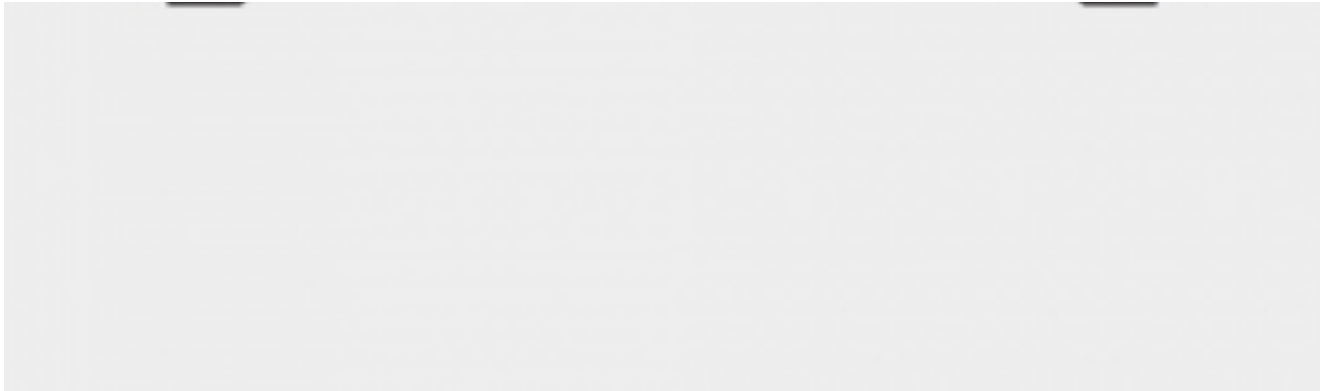
**MPZ 21 multipress citrus juicer, 1972, by  
Dieter Rams and Jürgen Greubel for Braun**

# 3

## Good design 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.



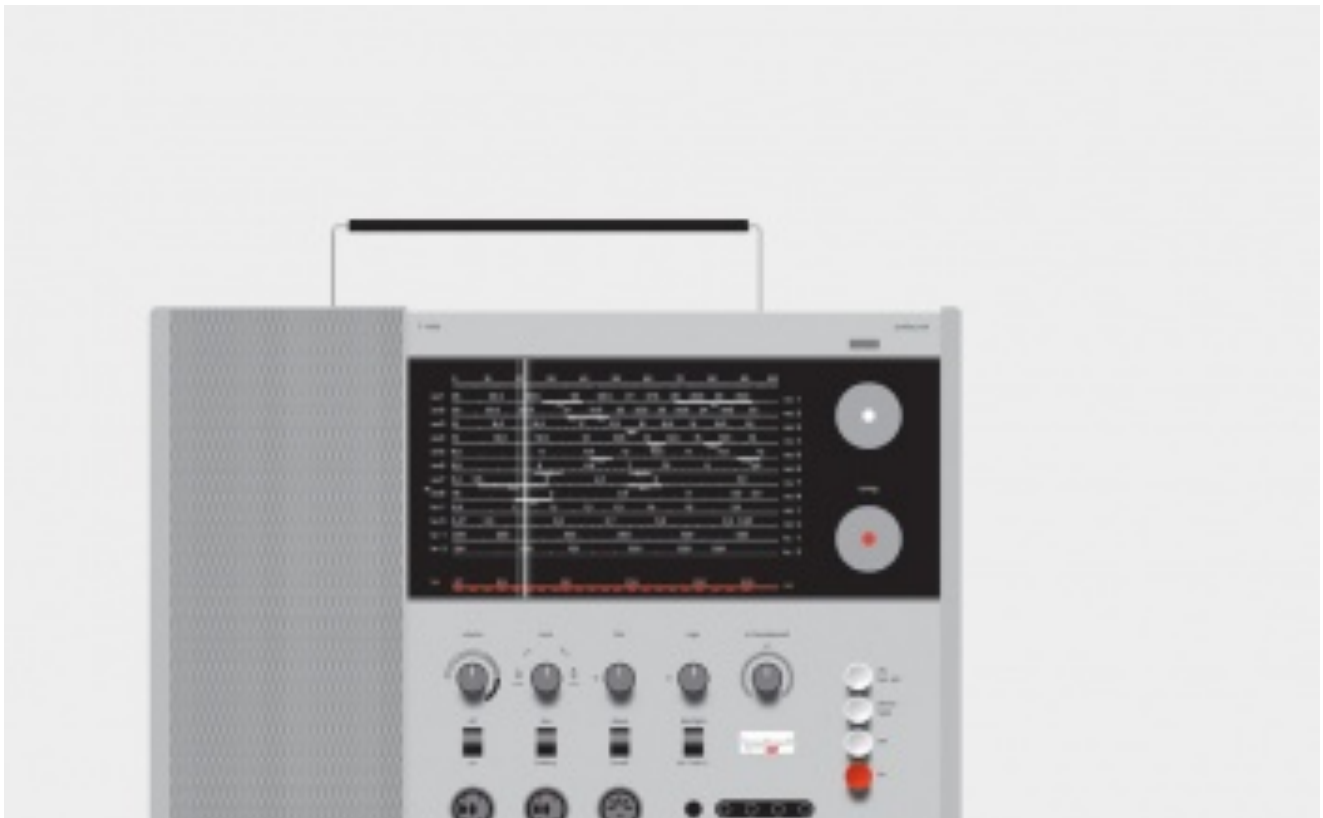


**RT 20 tischsuper radio, 1961, by Dieter Rams for Braun**

# 4

## Good design makes a product understandable

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



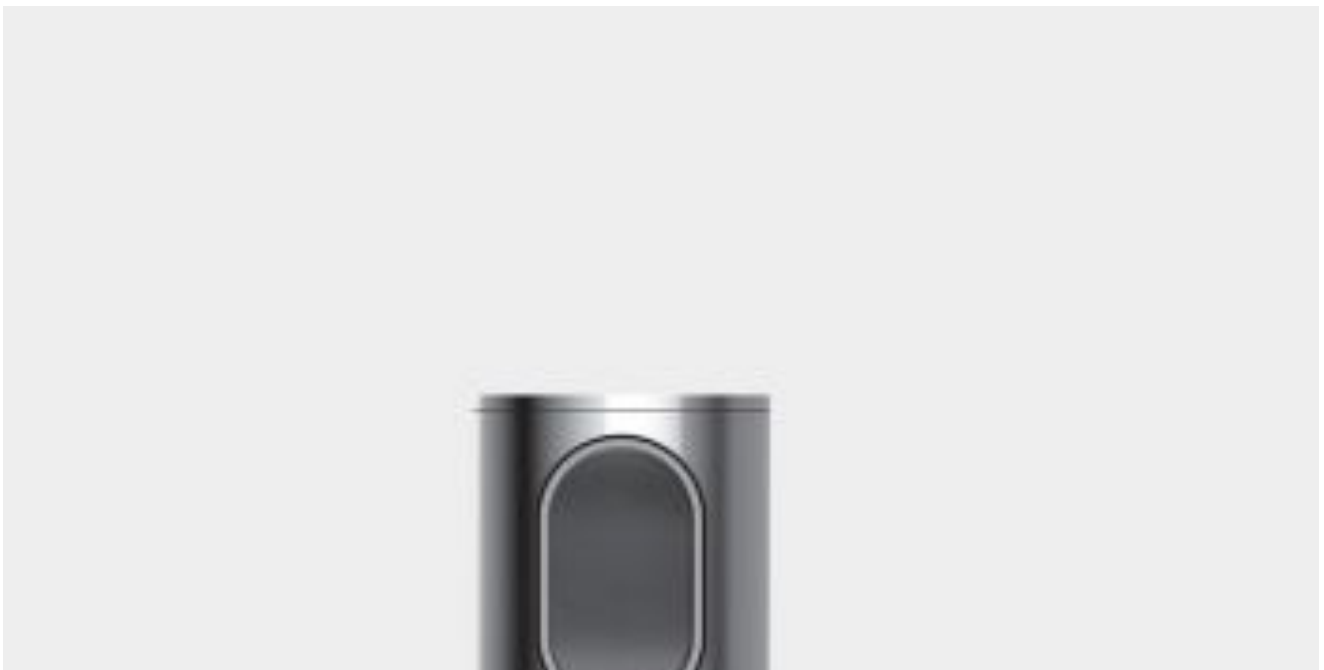


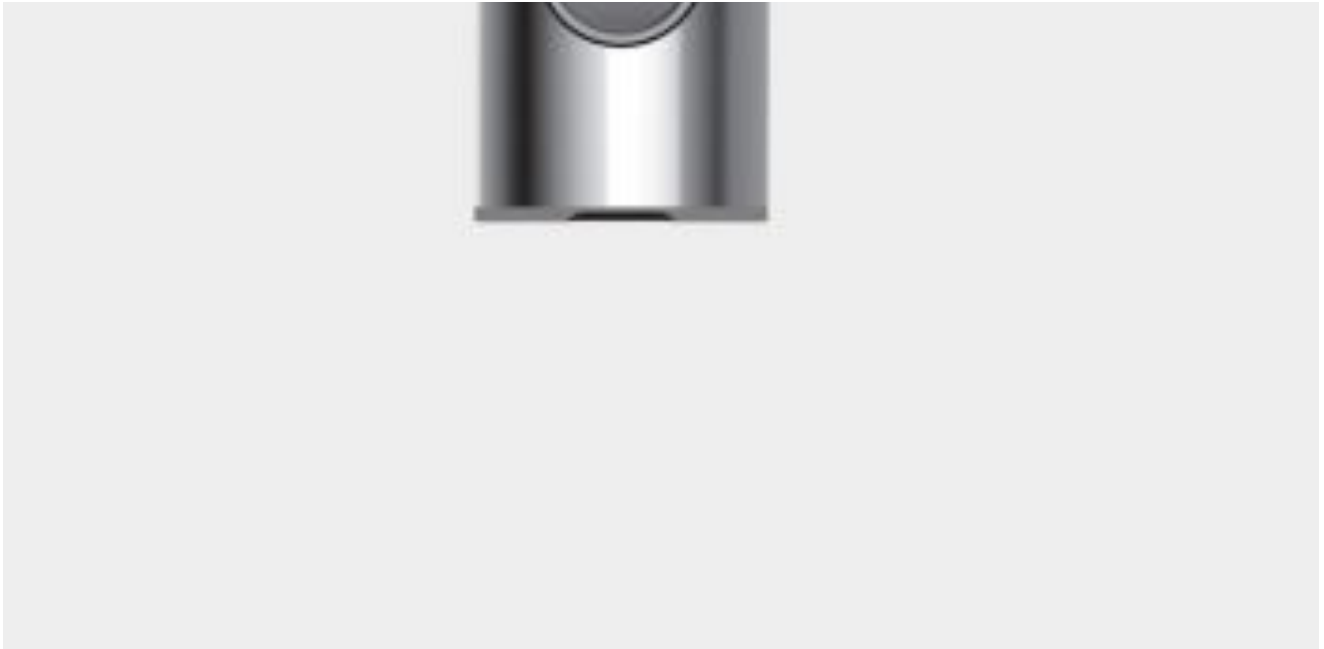
**T 1000 world receiver, 1963, by Dieter Rams for Braun**

# 5

## **Good design 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.



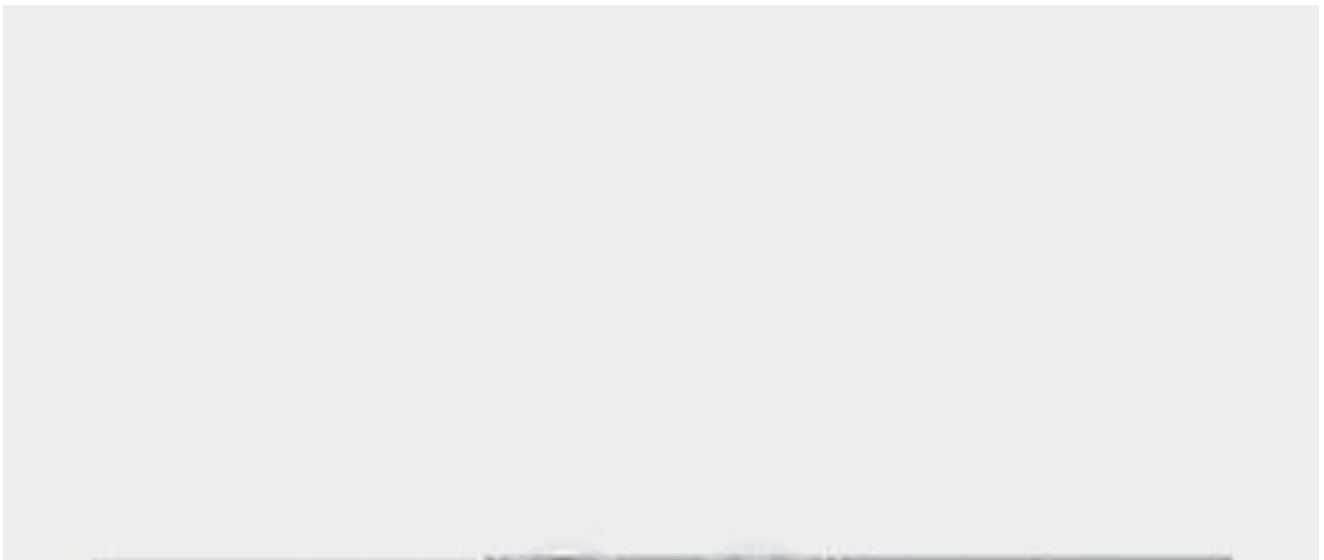


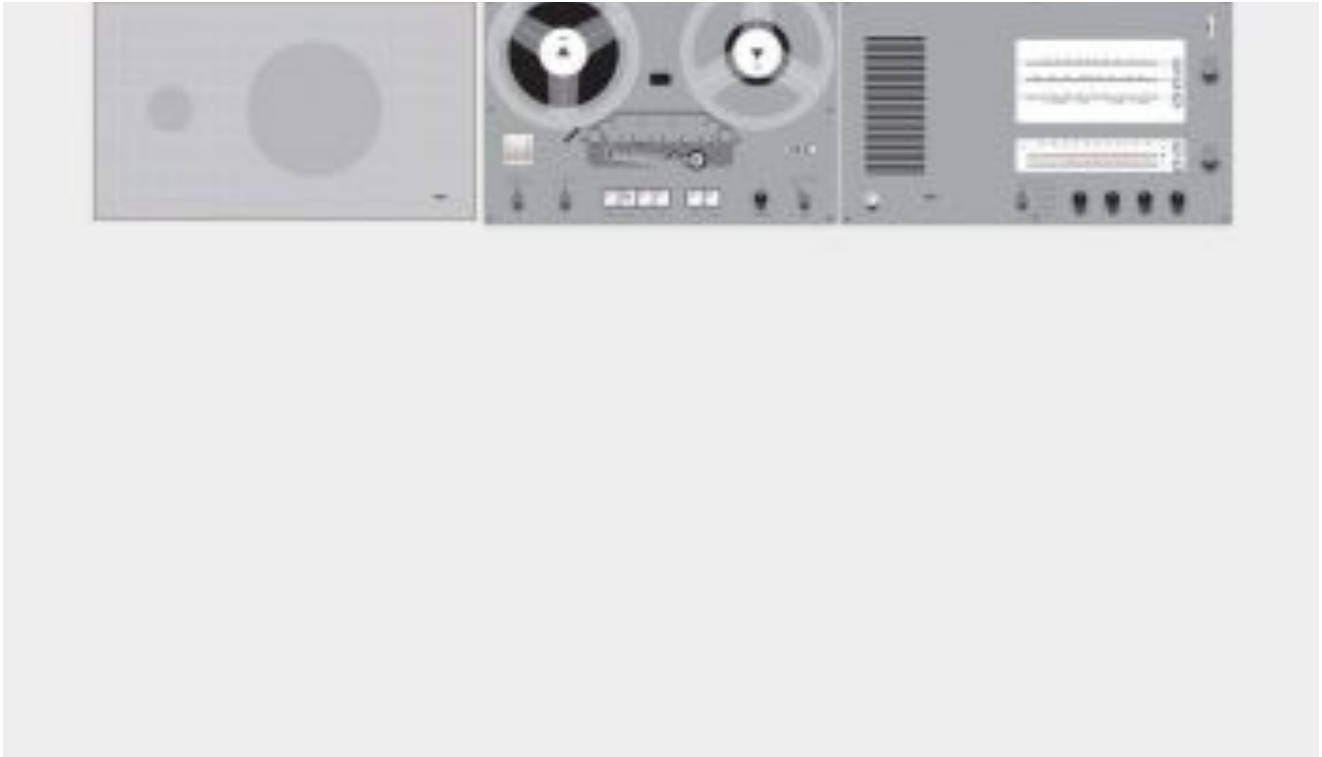
**Cylindric T 2 lighter, 1968, by Dieter Rams  
for Braun**

# 6

## **Good design 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.





**L 450 flat loudspeaker, TG 60 reel-to-reel  
tape recorder and TS 45 control unit,  
1962-64, by Dieter Rams for Braun**

# 7

## **Good design 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.





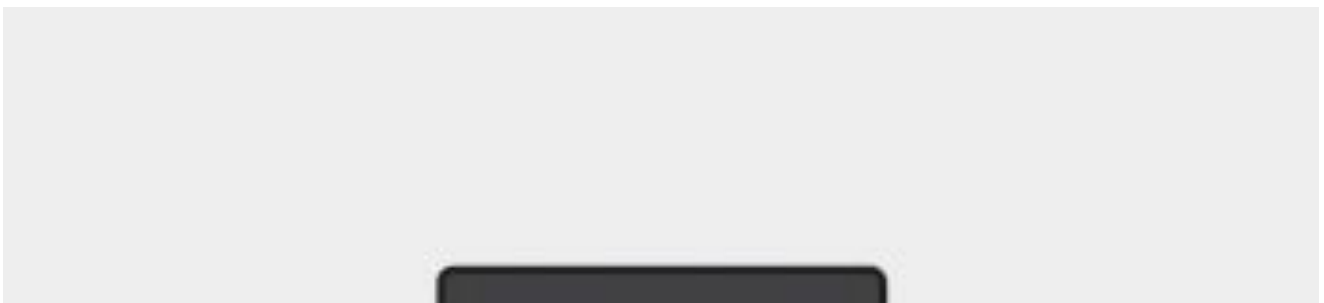


[620 Chair Program](#), 1962, by Dieter Rams  
for Vitsoe

# 8

## Good design 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.





**ET 66 calculator, 1987, by Dietrich Lubs for Braun**

# 9

## **Good design is environmentally-friendly**

Design makes an important contribution to the preservation of the environment. It conserves resources and minimizes physical and visual pollution throughout the lifecycle of the product.





[606 Universal Shelving System](#), 1960, by  
Dieter Rams for Vitsoe

# 10

## 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, 1958, by Dieter Rams for Braun**

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At Vitsoe we stand for the inordinate power of good design in everything we do: designing thoughtfully, responsibly and intelligently for our company, our furniture and the many

people who share a profound interest in all of our  
tomorrows.



### **606 Universal Shelving System**

Start small. Add to it. Take it with you when you move.



### **620 Chair Programme**

Start with a single chair. Add another to make a sofa.



### **621 Side Table**

Surprisingly useful, on its own or as a pair.

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