

1 Innovative

It is possible to expand and improve upon and always allows for new opportunities.

2 Useful

Emphasizes the usefulness of the product for the consumer.

4 Honest

Does not manipulate the consumer

3 Aesthetic

Looks beautiful

5 Understandable

It clearly explains the function of the product and is self-explanatory.

Unobtrusive

The products are neither decorative or works of art. The design is neutral and restrained

7 Environmentally Friendly

Conserves resources and minimizes visual pollution.

8 Long-Lasting; timeless.

9 Thorough down to the last detail

Nothing is left to chance. This shows respect towards the consumer.

As little design as possible

It concentrates on the essentials; back to purity and simplicity.

10