

# Good design

## RISD SharedVoices

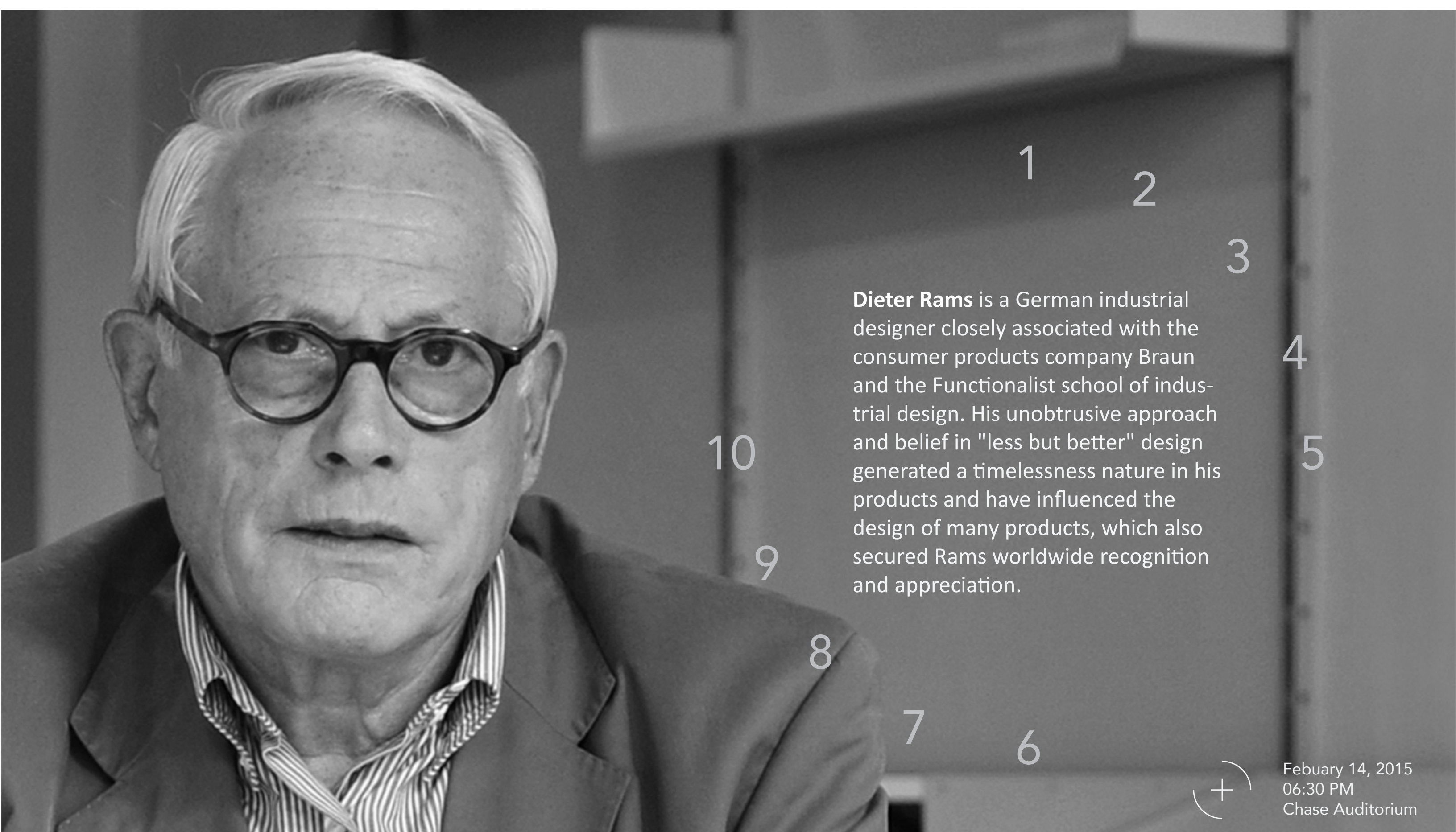
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### Good Design

#### Speaker Series

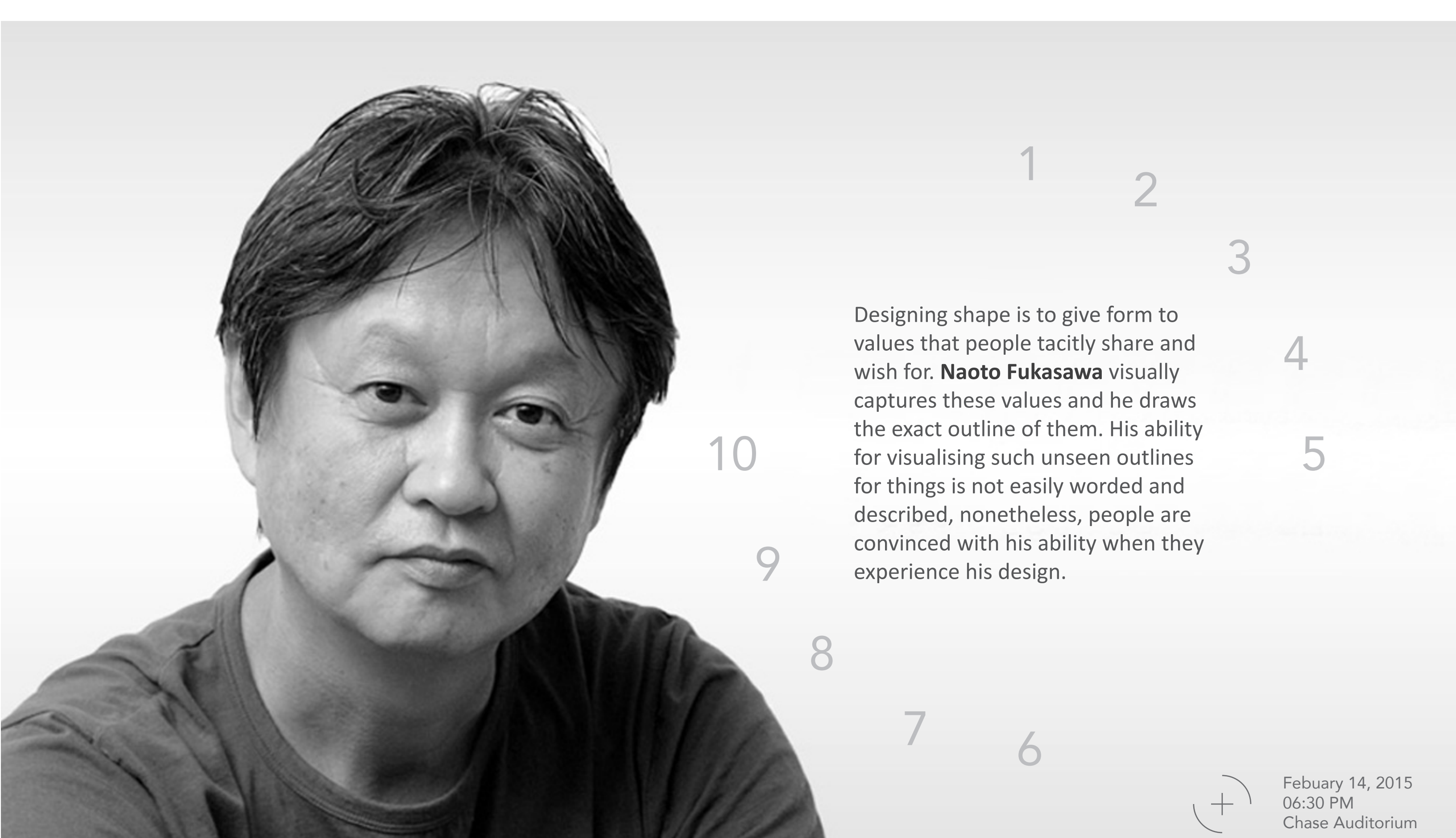
This year's RISD GOOD DESIGN Speaker Series will introduce three product designers who left a significant footprint in the design world of the 21st century. Product designers, **Dieter Rams**, **Jonathan Ive**, and **Naoto Fukasawa** are three incredible visionaries who have become famous for their simple and thoughtful designs. They have become great exemplars of what defines product design today, and have influenced and inspired one another in their works for the past decade. Rams' 10 principles of Good Design have played a large role inspiring these three designers in their design process, and will be most likely be a main topic to be explored as these three designers present their experiences, process, etc. to the RISD community beginning February 14th.

RISD welcomes you all to join these three speakers in what will be a very important and meaningful night to all those who aspire to become great designers and visionaries.



**Dieter Rams** is a German industrial designer closely associated with the consumer products company Braun and the Functionalist school of industrial design. His unobtrusive approach and belief in "less but better" design generated a timelessness nature in his products and have influenced the design of many products, which also secured Rams worldwide recognition and appreciation.

February 14, 2015  
06:30 PM  
Chase Auditorium



Designing shape is to give form to values that people tacitly share and wish for. **Naoto Fukasawa** visually captures these values and he draws the exact outline of them. His ability for visualising such unseen outlines for things is not easily worded and described, nonetheless, people are convinced with his ability when they experience his design.

February 14, 2015  
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London-born designer **Jonathan Ive** is Apple's senior vice president of Design, reporting to CEO Tim Cook. Since 1996, he has been responsible for leading a design team widely regarded as one of the world's best. As the driving force behind the look and feel of Apple's innovative products, Jony also provides leadership and direction for Human Interface (HI) software teams across the company.

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ticket

contact

Q&A

Free tickets will be available once you register at [risd.edu/-good-design/](http://risd.edu/-good-design/). Tickets will also be sold at the door at the time of the event for \$10.00. Please be aware that phones are to be turned off or put on vibrate.

For more information regarding the Speaker Series, please contact the event advisors Alissa Lee or Kelly Walters. They will be available to answer any questions regarding the event.

Q&A will be held for each speaker during the events. Please send in any questions you would like to discuss with the speakers (you can ask any post questions on the RISD Speaker Series Twitter page) or prepare to ask them live after the speaking portion of the event.