

10.

# DIETER RAMS

## THE TEN PRINCIPLES OF GOOD DESIGN.



## **SINGGIH SUSILO KARTONO**

**Piranti Works Founder**

**Designer of Magno Wooden Radio**

Come from Kandangan Village, Temanggung Central Java. Singgih Susilo Kartono. Birth at Temanggung 21 April 1968 was admitted in love with the products of wood. After his high school years Singgih continue their studies at ITB majoring in Product Design. The theme for the thesis that time is the “radio receiver designs using the Indonesian handicraft technology. “ This is where the idea of Magno Wooden Radio Coming.

Dieter Rams The 10 Principles of Good Design As well implemented by Singgih Susilo Kartono with his design product the Magno Wooden Radio and other magno products series.



## **DIETER RAMS**

### **Head of Design for Braun A.G Vitsoe Designer**

Dieter Rams (born May 20, 1932 in Wiesbaden, Hesse) is a German industrial designer closely associated with the consumer products company Braun and the Functionalist school of industrial design.

Back in the early 1980s, 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.



Magno Wooden Radio  
(WR01A-2B)

Design By:  
Singgih Susilo Kartono

# 01

## 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.

**GOOD  
DESIGN  
MAKES A  
PRODUCT  
USEFUL.**

Magno Magnifying Glass  
(Small Functional Series)

Design By:  
Singgih Susilo Kartono



02

A product is bought to be used. It has to satisfy certain criteria, not only functional, but also psychological and aesthetic. Good design emphasises the usefulness of a product whilst disregarding anything that could possibly detract from it.

# 03

## 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.



Wooden Table Clock  
(Magno Klock-01)

Design By:  
Singgih Susilo Kartono

# 04 GO MA UN

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



Magno Radio Mini  
(WR04-1B)

Design By:  
Singgih Susilo Kartono

**GOOD DESIGN  
MAKES A PRODUCT  
UNDERSTANDABLE.**



# 05

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.

# GOOD DESIGN IS UNOBTRUSIVE.



Magno Letter Opener  
(Desktop Set Series)

Design By:  
Singgih Susilo Kartono



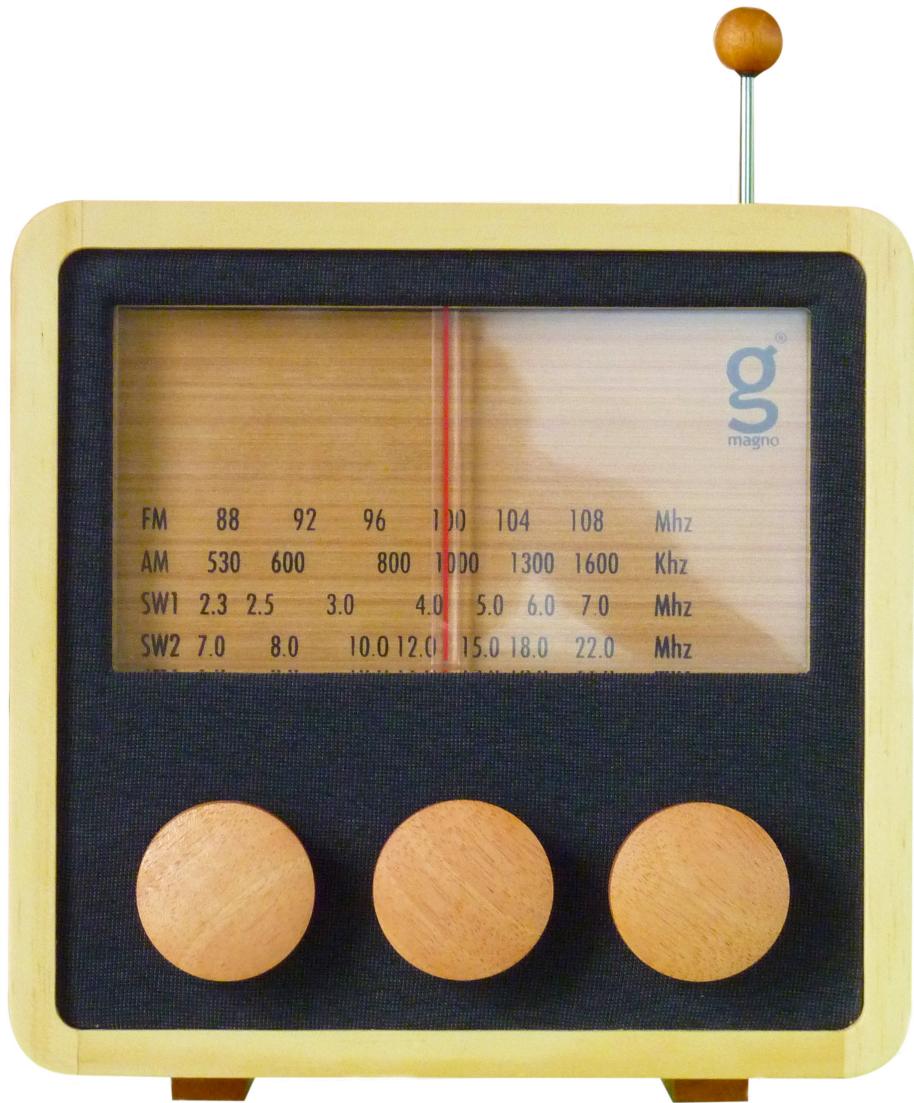
Magno Magnifying Glass  
(Small Functional series)

Design By:  
Singgih Susilo Kartono

**GOOD DESIGN  
IS HONEST.**

# 06

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.



Magno Radio Cube  
(WR03-CUBE/4B)

Design By:  
Singgih Susilo Kartono

07

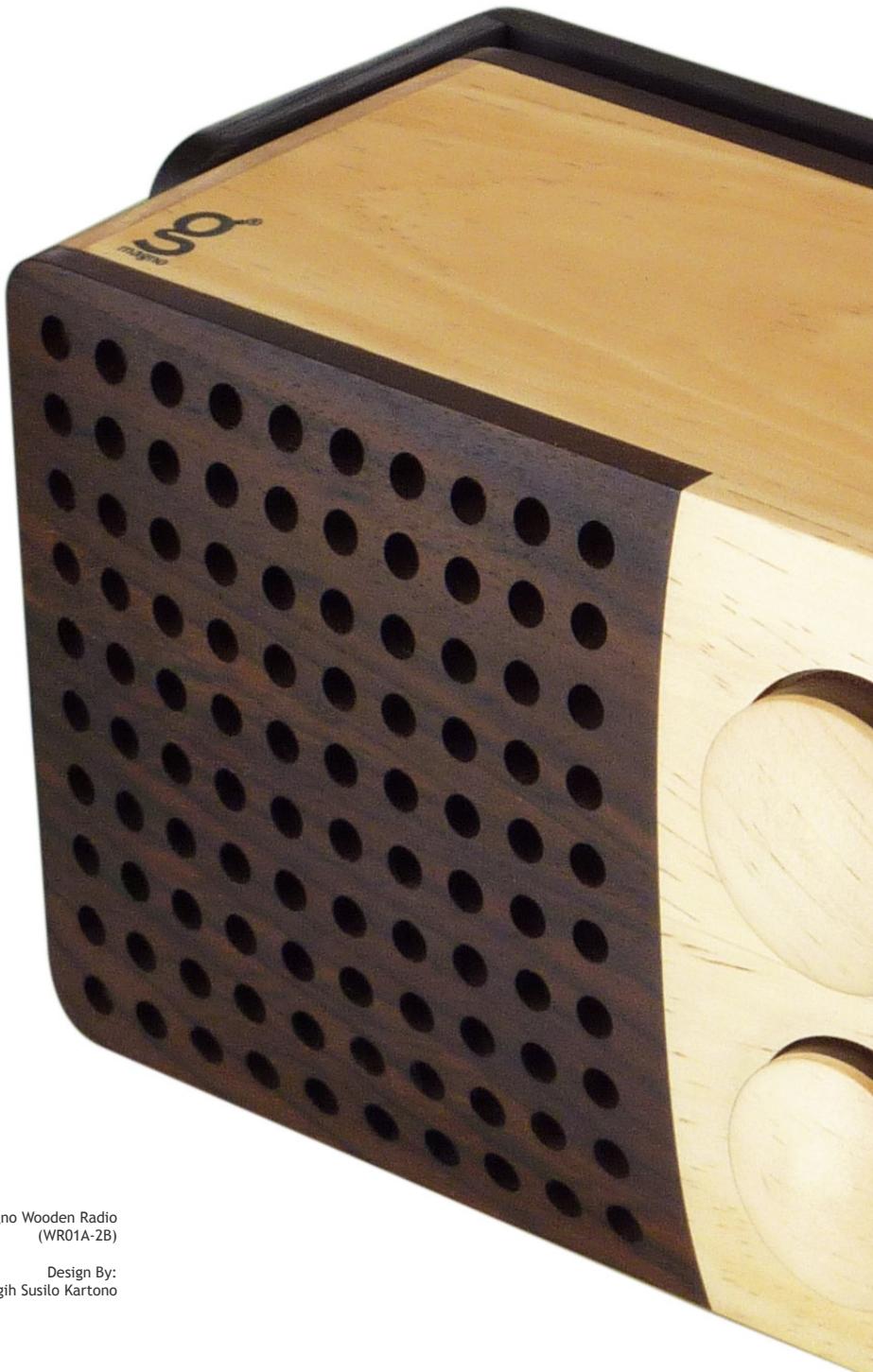
# GOOD DESIGN IS LONG-LASTING.

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

**GOOD DESIGN  
IS THOROUGH,  
DOWN TO THE  
LAST DETAIL.**

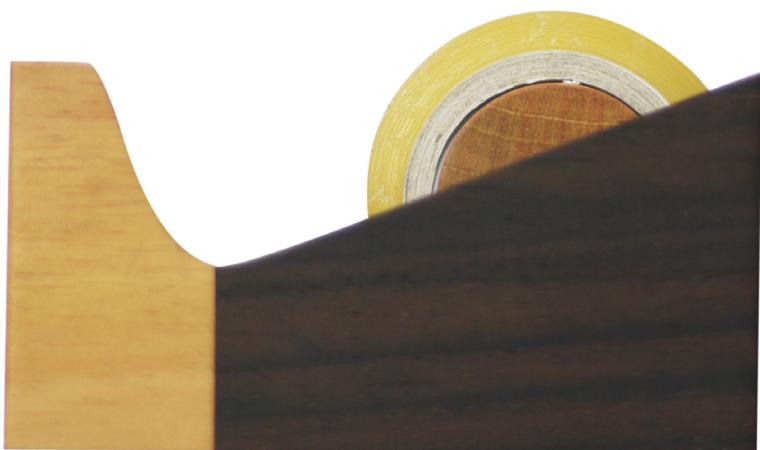
**08**

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



Magno Wooden Radio  
(WR01A-2B)

Design By:  
Singgih Susilo Kartono



Magno Adhesive Tape Dispenser  
(Desktop Set Series)

Design By:  
Singgih Susilo Kartono

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

**GOOD DESIGN IS  
ENVIRONMENTALLY  
FRIENDLY.**

**09**

# 10

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.

# GOOD DESIGN IS AS LITTLE DESIGN AS POSSIBLE.

Magno Wooden Yoyo  
(Toys For Soul Series)

Design By:  
Singgih Susilo Kartono





**MAGNO**  
THE STORY BEHIND