



# Less and More: The Design Ethos of Dieter Rams

*Klaus Klemp (Editor), Keiko Ueki-polet (Editor)*

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Now available again, this is the definitive reference book on the work of Dieter Rams. In his more than 40 years at Braun, Rams established himself as one of the most influential designers of the twentieth century. True to the principle of "less, but better," his elegantly clear visual language not only defined product design for generations, but also our fundamental understanding of what design is and what it can and should do. *Less and More* offers boundless inspiration for anyone interested in the aesthetic and functional aspects of applied design. This book elucidates the philosophy of Dieter Rams that is best summed up in the ten rules of design that he created more than thirty years ago. Sometimes referred to as "the ten commandments," they are just as relevant today: Good design is innovative. Good design makes a product useful. Good design is aesthetic. Good design helps a product to be understood. Good design is unobtrusive. Good design is honest. Good design is durable. Good design is consistent to the last detail. Good design is environmentally friendly. Good design is as little design as possible. *Less and More* features images of hundreds of Rams's products as well as his sketches and models --from Braun stereo systems and electric shavers to the chairs and shelving systems that he created for Vitsoe. In addition to the rich visual presentation of his designs, the book contains texts by international design experts that explain how the work was created, describe its timeless quality, and put it into a contemporary context.

## **Less and More: The Design Ethos of Dieter Rams Details**

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Very detailed account of modern German design and Dieter Rams. The definitive book on Dieter Rams.

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