



Less and More: The Design Ethos of Dieter Rams

Download now

[Click here](#) if your download doesn't start automatically

Less and More: The Design Ethos of Dieter Rams

Less and More: The Design Ethos of Dieter Rams

"In the more than 40 years that he spent working at Braun, Dieter Rams established himself as one of the most influential designers of the twentieth century. His elegantly clear visual language not only defined product design for decades, but also our fundamental understanding of what design is and what it can and

should do. Dieter Rams created ten rules of design more than twenty 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 elucidates the design philosophy of Dieter Rams. The book contains 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 and his own company sdr+. In addition to the rich visual presentation of his designs, the book contains new texts by international design experts that explain how the work was created,

describe its timeless quality, and put it into current context. In this way, the work of Dieter Rams is given a contemporary reevaluation that is especially useful in light of the rediscovery of functionalism and rationalism in today's design. Less and More shows us the possibilities that design opens for both the manufacturer and the consumer as a means of making our lives better through attractive, functional solutions that also save resources. "

 [Download Less and More: The Design Ethos of Dieter Rams ...pdf](#)

 [Read Online Less and More: The Design Ethos of Dieter Rams ...pdf](#)

Download and Read Free Online Less and More: The Design Ethos of Dieter Rams

From reader reviews:

Raymond Phillips:

What do you ponder on book? It is just for students since they're still students or it for all people in the world, what best subject for that? Merely you can be answered for that issue above. Every person has several personality and hobby for each other. Don't to be forced someone or something that they don't would like do that. You must know how great and also important the book Less and More: The Design Ethos of Dieter Rams. All type of book could you see on many solutions. You can look for the internet resources or other social media.

George Cornelius:

This book untitled Less and More: The Design Ethos of Dieter Rams to be one of several books in which best seller in this year, here is because when you read this book you can get a lot of benefit upon it. You will easily to buy this kind of book in the book retail store or you can order it by using online. The publisher on this book sells the e-book too. It makes you more easily to read this book, because you can read this book in your Touch screen phone. So there is no reason to your account to past this e-book from your list.

Mildred McConkey:

Reading a guide can be one of a lot of exercise that everyone in the world really likes. Do you like reading book so. There are a lot of reasons why people like it. First reading a guide will give you a lot of new information. When you read a book you will get new information mainly because book is one of a number of ways to share the information or maybe their idea. Second, examining a book will make you actually more imaginative. When you looking at a book especially hype book the author will bring one to imagine the story how the figures do it anything. Third, you could share your knowledge to other individuals. When you read this Less and More: The Design Ethos of Dieter Rams, you could tells your family, friends along with soon about yours e-book. Your knowledge can inspire others, make them reading a e-book.

Andrew Jefferson:

A lot of people always spent their particular free time to vacation or go to the outside with them loved ones or their friend. Do you realize? Many a lot of people spent these people free time just watching TV, or maybe playing video games all day long. If you want to try to find a new activity that is look different you can read the book. It is really fun for yourself. If you enjoy the book that you read you can spent the entire day to reading a guide. The book Less and More: The Design Ethos of Dieter Rams it is extremely good to read. There are a lot of folks that recommended this book. These folks were enjoying reading this book. If you did not have enough space to bring this book you can buy typically the e-book. You can m0ore easily to read this book from the smart phone. The price is not to cover but this book has high quality.

**Download and Read Online Less and More: The Design Ethos of
Dieter Rams #I1EQF5NPH9Z**

Read Less and More: The Design Ethos of Dieter Rams for online ebook

Less and More: The Design Ethos of Dieter Rams Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Less and More: The Design Ethos of Dieter Rams books to read online.

Online Less and More: The Design Ethos of Dieter Rams ebook PDF download

Less and More: The Design Ethos of Dieter Rams Doc

Less and More: The Design Ethos of Dieter Rams Mobipocket

Less and More: The Design Ethos of Dieter Rams EPub